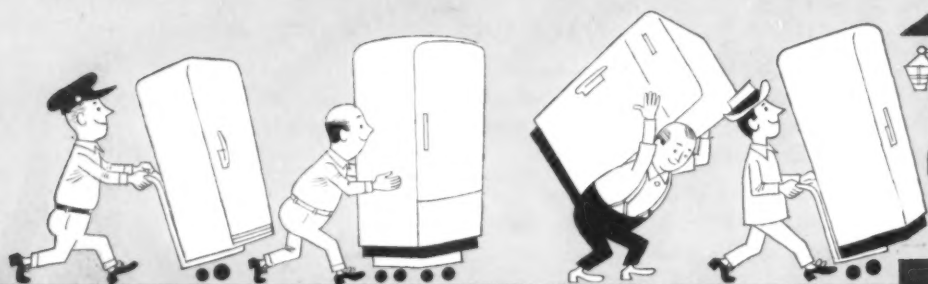


ELECTRICAL MERCHANDISING

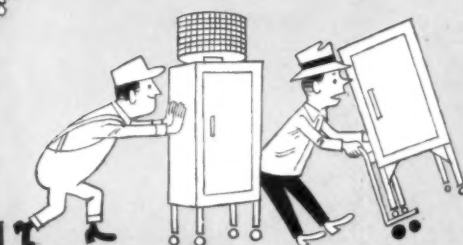
In This Issue...
TRADE-INS
Special Report to the Trade

MARCH • 1954

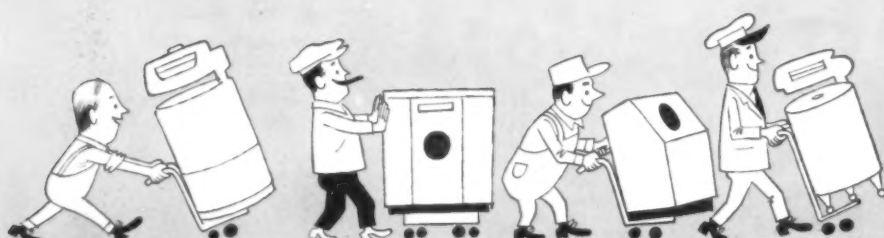
McGRAW-HILL PUBLISHING CO., Inc.
PRICE SEVENTY-FIVE CENTS



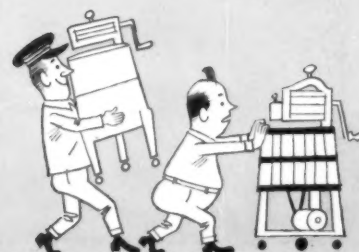
For Every Four Refrigerators Sold ...



... Two are Traded-In



For Every Four Washers Sold ...



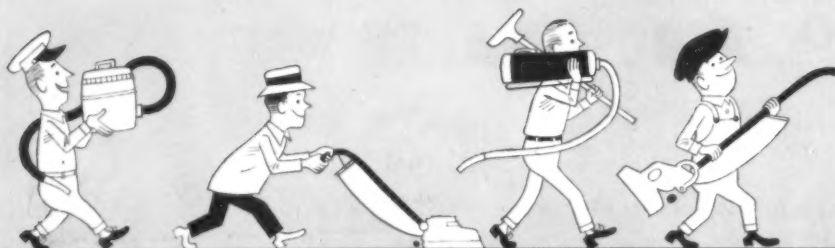
... Two are Traded-In



For Every Four Electric Ranges Sold ...



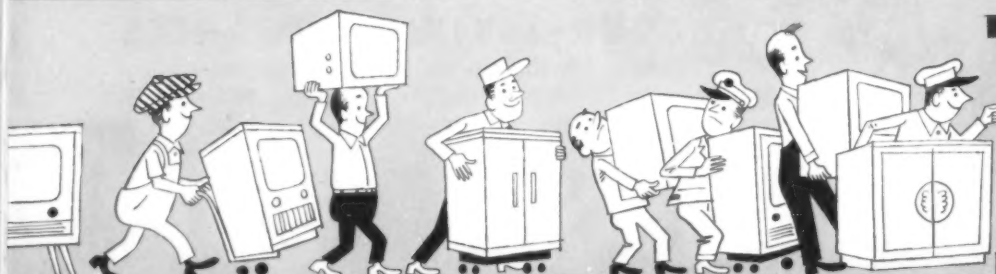
... One is Traded-In



For Every Four Cleaners Sold ...



... One is Traded-In



For Every Eight Television Sets Sold ...



... One is Traded-In

SYO LANDI

APEX WASH-A-MATIC



*-winning praise and profits
for APEX DEALERS everywhere!*

Read what dealers and users are saying -

- "It is hard to believe any automatic washer could be as service free as the Apex—I'm 100% sold on the WASH-A-MATIC"—says Dealer A.
- "I do not believe I have ever seen my clothes look so bright and clean since they were new"—says User C.
- "I'd recommend an Apex to anyone—and we are for the first time making money in the automatic washer business"—Dealer B reports.
- "I know I will enjoy the many work-saving features of my Apex. I am the envy of all my neighbors!"—says User D.

MOST ECONOMICAL OF ALL AGITATOR-TYPE AUTOMATIC WASHERS



APEX SPIRAL AGITATOR
WITH THE
5-Year Guarantee

The Apex-Molded Fibre-Glass Spiral Agitator is rust-proof, corrosion-proof, chip-proof—built to last. Use this guarantee to close more sales.

1. Saves 50% on Hot Water and Detergent
2. Saves 42% on Fabric Wear
3. Saves 33% on Electricity
4. Saves on Service—gearless, vibration-free

*Proved
Sales Maker*

APEX "ONE-CENT" SALE

AN INTRODUCTORY CLEANER OFFER WITH A SPECIAL **SALES CONVERTOR!**

Sell with these AERO-CLEANER FEATURES

- ✓ **SWIVEL-TOP TURNS FULL 360°**
...for easy "round-the-room" cleaning!
- ✓ **Nearly ONE FULL HORSE-POWER MOTOR**
...gives extra cleaning efficiency!
- ✓ **NO DUST BAG EMPTYING**
...with easy-to-replace throw-away bags!
- ✓ **NEW TWO-TONE COLOR STYLING**
- ✓ **COMPLETE WITH DELUXE CLEANING TOOLS**
...12-piece set for every home cleaning need.



This \$1995 Boltaflex-Covered
STORAGE-HASSOCK
for just **ONE CENT** with the
purchase of a New

APEX AERO-CLEANER

Both for **\$79.96** A REGULAR
ONLY \$99.90 RETAIL VALUE

INCLUDING 12-PIECE SET OF CLEANING TOOLS

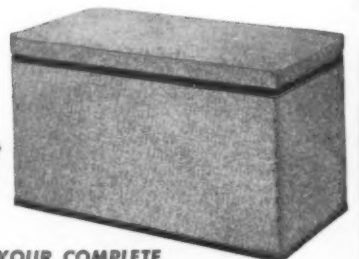
HURRY! THIS OFFER FOR LIMITED TIME ONLY—GET YOUR COMPLETE
PROMOTION PACKAGE WITH FULL "Sales Converter" DETAILS **NOW!**

APEX HOUR-SAVING APPLIANCES

The Apex Electrical Manufacturing Company • Cleveland 10, Ohio
See Pages 24-25 for news on APEX-TIDE Success Story!

TOP-QUALITY HASOCK FEATURES:

- Two-Tone Tweed Boltaflex Covering
- Dimensions—30" x 14½" x 15"
- Cushioned Top with Heavy-Duty Hinges



WASH-A-MATIC
CLOTHES WASHER



AUTOMATIC
CLOTHES DRYER



WRINGER-WOLL
WASHER



SPIRAL DASHER
WRINGER WASHER



DISHWASHER
DISHWASHER SINK

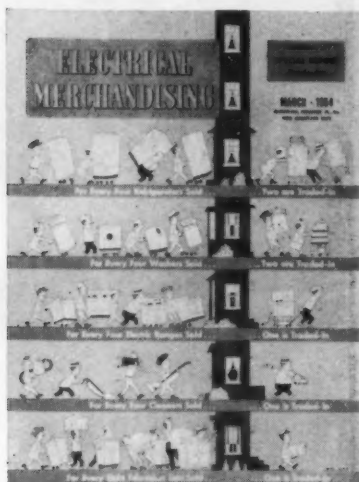


DISHWASHER
ROLL-A-WAY



STRATO-CLEANER





The Cover

Drawn by SYD LANDI

ELECTRICAL MERCHANDISING

March, 1954 Vol. 86, No. 3

Published monthly by McGraw-Hill Publishing Company, Inc., James H. McGraw (1860-1948), Founder. Publication office 99-129 North Broadway, Albany 1, N. Y.

Executive, Editorial and Advertising Offices: McGraw-Hill Building, 330 W. 42nd St., New York 36, N. Y. Donald C. McGraw, President; Willard Chevalier, Executive Vice-President; Joseph A. Gerardi, Vice-President and Treasurer; John J. Cooke, Secretary; Paul Montgomery, Senior Vice-President, Publications Division; Ralph B. Smith, Vice-President and Editorial Director; Nelson Bond, Vice-President and Director of Advertising; J. E. Blackburn, Jr., Vice-President and Director of Circulation.

Subscriptions: Address correspondence to Electrical Merchandising — Subscription Service, 99-129 North Broadway, Albany 1, N. Y. or 330 W. 42nd St., New York 36, N. Y. Allow one month for change of address.

Subscriptions are solicited only from persons engaged in the manufacture or sale of household electrical appliances, television and radio. Position and company connection must be indicated on subscription orders.

Single copies, 75 cents. Subscription price in the United States and possessions: \$2.00 for one year, \$3.00 for two years, \$4.00 for three years. Canada: \$4.00 for one year, \$6.00 for two years, \$8.00 for three years. Pan American countries, and the Philippines: \$10.00 for one year, \$16.00 for two years, \$20.00 for three years. All other countries: \$15.00 for one year, \$30.00 for three years. Entered as second-class matter August 22, 1936, at the Post Office at Albany, N. Y., under Act of March 3, 1879. Printed in U. S. A. Cable address "McGraw-Hill" New York. Member A. B. P. Member A. B. C. Copyright 1954 by McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York 36, N. Y. All rights reserved.



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NEXT MONTH—Electrical Merchandising ushers in the spring selling season with its own traditional harbinger—the annual Electric Housewares issue.

INTERNATIONAL COVERAGE BY





Westinghouse have cooked

LOOK!
\$250 VALUE
FOR ONLY **88¢**



It's got everything!

What homemaker can resist a bargain like this! It's a *complete* Cooking Thermometer Set for measuring temperatures of candies, icings, roasts, french fries, preserves, jellies, etc. Contains (1) Candy and deep fat thermometer; (2) Roast meat thermometer; (3) Skewer.



and Betty Furness up another HOT ONE!

AT ONLY 88¢ THIS COOKING THERMOMETER SET IS SURE TO STIR UP A LOT OF STORE TRAFFIC

Here's another Westinghouse Special . . . certain to build "character" for every Westinghouse retailer with every appliance prospect in his community!

It's the handy, handsome Betty Furness Cooking Thermometer Set, a traffic-builder *plus* for Westinghouse retailers. From March 1 to May 10 this \$2.50 value can be offered at the low, *low* price of only 88¢.

That's *news* . . . and eager homemakers will make the most of it. Just as they did with last year's Westinghouse

special . . . the Handi-Out Ice Trays. In a few brief weeks they brought over a million customers and prospects into Westinghouse dealers' stores.

And you can be sure Westinghouse is missing no bets in promoting *this* new drawing card for its retailers from coast to coast!

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

Westinghouse is going all out in promoting this Hot Item . . .

STUDIO ONE • MAGAZINE ADS • KEY CITY
NEWSPAPERS • DIRECT MAIL • LOCAL ADS

Super-Saleswoman Betty Furness will be plugging this Thermometer Set special on Studio One week after week. Also, key city and co-op newspaper space . . . plus eye-catching inserts in national magazine advertisements . . . will whip up further popular interest. In short, millions of homemakers will be exposed to this sure-fire "come in" offer.

YOU CAN BE SURE...IF IT'S Westinghouse



DEMONSTRATION sells High Fidelity ... and RCA Victor demonstrates best!



Fewer than 1 per cent of the people in America have ever heard high fidelity! Give them a good chance to listen. Demonstrate this High Fidelity "Victrola" con-

sole phonograph. Has 12-inch "Olson-design" speaker, variable reluctance pickup. Mahogany or walnut finish; limed oak slightly higher. Model 3HS6, \$275

**\$100 million worth of high fidelity sales
this year — be sure you get your share!**

Once the customers hear how music ought to sound, they're ready to buy high fidelity. And when you demonstrate the RCA Victor High Fidelity "Victrola" phonographs, they'll hear realism they never thought possible.

Play these new High Fidelity "Victrola" phonographs side-by-side with any other phonograph. You'll hear a dramatic demonstration of RCA Victor quality standards. *Promote* them, and they'll move.

Make sure you're well-stocked. And ask your RCA Victor Distributor for the High Fidelity Promotion Kit, Form 3B5343. Call him today!

Suggested list prices shown subject to change without notice. Slightly higher in far West and South.



Matching companion speakers. SPK-8 has an 8-inch speaker as extra outlet for table model; SPK-1 has 12-inch speaker to match the console. Cabinet finished in mahogany, walnut, or (slightly higher) limed oak. SPK-8, \$69.95 SPK-1, \$89.50



High Fidelity "Victrola" table phonograph. Has 8-inch "Olson-design" speaker, is finished in mahogany or (slightly extra) limed oak. Matching base available, extra. Model 3HES5, \$139.95



RCA VICTOR

Tmks. ®

RADIO CORPORATION OF AMERICA



WORLD LEADER IN RADIO ... FIRST IN TELEVISION ... FIRST IN RECORDED MUSIC

MARCH, 1954—ELECTRICAL MERCHANDISING

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE SHORT TREND
SALES , appliances, radio-TV (\$millions)	311	322	325	DOWN ➡
DEBT consumers owe on appli.-radio-TV (\$millions)	276	270	244	BIGGER ➡
FAILURES of appli.-radio-TV dealers	31	39	24	FEWER ➡
RETAIL SALES total (\$billions)	13.9	14.1	14.4	DOWN ➡
DEPT. STORE sales index (1947-'49 = 100)	110	112	111	DOWN ➡
PERSONAL INCOME annual rate (\$billions)	284.7	285.9	280.6	DOWN ➡
LIVING COST index (1947-'49 = 100)	114.9	115.0	114.1	DOWN ➡
SAVINGS of consumers, annual rate (\$billions)	18.6	18.8	18.6	DOWN ➡
HOUSING starts (thousands)	68.0	95.1	71.5	DOWN ➡
AUTO output (thousands)	456.7	395.8	465.6	UP ➡
UNEMPLOYMENT (thousands)	2,359	1,850	1,900	WORSE ➡

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

If you're currently ignoring kitchen installations it might pay you to take a second look. Certain recent trends in this direction suggest that this business may well foster the rebirth of real "specialty" appliance dealers. If these trends materialize, a good share of the appliance business may go back to "professional" dealers who offer facilities which discount houses cannot provide. Remember: consumers apparently want fancier, more "livable" kitchens, they're interested in color, and they're showing a surprising interest in built-in appliances. This suggests that the dealer of the future will be able to handle kitchen business, will be set up to color cabinets to order, and will be able to handle the built-in appliance business.

We're not talking about next year — but maybe five or ten years from now. The volume in built-in appliances right now isn't big business at all. As a matter of fact, only ranges have truly been converted into built-in appliances. But the prototypes being shown by G-E, Frigidaire and Servel indicate that designers are already far advanced on the problem of built-in refrigeration. Correspondingly, the consumer interest in built-ins now isn't overwhelming. But the spark is there and as more and more consumer magazines show such appliances you can be sure that the interest of consumers (and manufacturers) will grow. There's only one catch, and it's obvious even now. Outside of new homes, who handles the built-in equipment? Years ago, when appliances which are familiar today were in their swaddling clothes, it took a dealer with a good deal of know-how to handle the installation and service on a range or washer or refrigerator. That's when the real specialty appliance dealer grew up. In recent years, there hasn't been as much know-how required to handle an appliance sale. But the renewed interest in the kitchen, the stepped-up interest in colored appliances, and

the fast-growing interest in built-in appliances may require greater application of the old-time dealer's skills.

Colored kitchen cabinets and appliances are making a comeback — but don't get the idea that Mrs. Jones is going to expect you to furnish her with colored cabinets tomorrow. Despite the introduction of colored refrigerators by one manufacturer and factory-finished colored cabinets by another, color in the kitchen has a long way to go — and it will have to hurdle the objections of many producers.

We queried six different cabinet makers about the chances of colored lines and all said there will be no boom in kitchen color in the near future. Their reasons: (1) inventory problem, particularly at the manufacturing level; (2) it is almost impossible to match colors accurately; (3) it costs more — and the consumer will have to pay for it.

Nevertheless, there is a market for color and it may grow. Right now it's a carriage trade business carried out most successfully at the local level where either the dealer or the distributor has spray booth facilities or, even better, infra-red baking equipment. But two manufacturers have estimated that colored kitchen cabinets will eventually account for 25 to 30 percent of the market. It's something to watch for the future. Meanwhile, dealers can take advantage of the interest being whipped up by women's magazine editors and manufacturers by setting up their own facilities and making colored equipment available to that part of the market that wants them.

Don't overlook the extra profit possibilities in power tools in this year of hardened competition. A few manufacturers have been

(Continued on page 6)

PROMOTE - DISPLAY V-M FOR "GRADUATION GIFT" PROFITS

BEAUTIFUL V-M phonographs put a happy gleam in gift-buyer's eyes. V-M phonograph features keep them happy, help build goodwill for you. Check your inventory now and plan your "Graduation-Gifts" display of V-M phonos. Hard selling April advertising tells your customers, "Congratulate Your Graduate with a V-M Phonograph." Tie-in with your ads . . . double the impact on your customers. V-M's selling ads mean added sales for dealers who tie-in in time!

V-M 972 Table Model Automatic, Three-Speed Phonograph. Features Siesta Switch, two-needle tone arm, gentle tri-o-matic spindle, 4" x 6" speaker. Clem-Rose finish with burgundy accessories. \$59.95*



V-M Model 986 Portable Automatic, Three-Speed Phonograph. Has Adjustable Tone Chamber, Siesta Switch, Lazy-Lite, 5" x 7" speaker. 45 Spindle included. Choice of Rose and Gray or Rich Brown leatherette case. \$86.50*



* Slightly higher in the west.

Tie-In and Cash-In with V-M

MAGAZINE	ON SALE DATE	V-M ADVERTISEMENT
Ebony	March 13	1/2-page, B&W
Farm Journal	March 15	1/2-page, B&W
Pathfinder	March 23	1/2-page, B&W
Seventeen	April 1	1/2-page, 2-colors
Scholastic Roto	April 1	1 col., B&W
American Weekly	April 25	1/2-page, 4-colors
Parade	April 25	1/2-page, 4-colors



the Voice of Music

V-M CORPORATION
BENTON HARBOR, MICHIGAN

WORLD'S LARGEST
MANUFACTURER OF
PHONOGRAPHS AND
RECORD CHANGERS

TRENDS continued

experimenting with distribution through appliance outlets and have been pleasantly surprised at the results. Now they're ready to go all-out with appliance dealers. One maker has even introduced a combination power tool in white — a "man's appliance" that will fit in with refrigerators and washers on the appliance dealer's floor. (See the news section in this issue.)

You won't find any extraordinary margins on power tools, but you will find that the do-it-yourself trend and the absence of any trade-in problem make for a ready market and clean profits.

You'll find credit easier to get in the months ahead. But don't misinterpret this trend. It does mean that the qualified borrower can borrow more readily. It does not necessarily mean that lending institutions are going to drop their interest rates. And it does not mean that they're going to lower their standards for qualifying borrowers. As a matter of fact, banks and credit companies may be even tougher than before on this score. That's because credit men are worried about falling overtime pay and about job security. They don't want to be caught approving loans for workers who are making the purchase on the basis of overtime income — which could be cut off at any time. Nor are they anxious to approve credit for workers in certain industries which in recent months have been working short weeks.

Thus, while there's a better supply of loan money now than for many months past, and while the qualified borrower will find it easier to get a credit OK now than for many months past, credit may actually seem tighter — because of close screening of applicants by the lending institutions.

Why this switch in the amount of money available for consumer credit? Partly it's the doing of government, which doesn't want to be responsible for a business slump caused by unduly tight credit restrictions. Partly, there's less demand from business and industry right now. That means the banks and credit firms have extra money to lend out on consumer paper. And finally, consumer borrowing has not continued to grow at its previous rate.

Some credit men say not to expect a cut in interest rates in the months ahead. And terms probably won't be loosened up very much either. That fussiness over job security may rule out any extension of maturities beyond the 24 months now general. The Consumer Credit Letter of the National Research Bureau indicates that 10 percent down and 24 months to pay are the most generally accepted terms among lending institutions for the financing of appliances, radio-TV and furniture. And, warns the Letter, "there is a growing tendency among banks to offer such terms only when a retailer underwrites the credit through a recourse plan. Without recourse, the bank may require 15 or 20 percent down."

Dealers may have to look to trade-ins as a source of profits this year and next if competition continues to get rough. It can be done — as the examples in this issue prove — although most dealers don't have any love for the trade-in business.

The growing importance of trade-ins in the appliance marketing picture is indicated by our survey of 367 dealers. Although 234 of the responding 249 dealers accept used appliances and 199 take used TV sets, many of them admit that they feel lucky if they break even; some don't even know how much margin they make.

We suggest, therefore, that you give the trade-in material in this issue careful study. Trade-ins are going to be an increasingly important part of your profit — or loss — picture in the near future.

End

LARK

NEW HOOVER CLEANER



**LIGHTWEIGHT, LOW-COST,
FULL-SIZED HOOVER**

No bag to empty.

It beats as it sweeps as it cleans.

The Hoover Company, North Canton, Ohio

AS INTRODUCED IN

LIFE
MARCH 1, 1954

This year G.E. gives you

SO GET READY



G.E. brings you the
biggest room air conditioner
advertising program ever!



Week after week in *LIFE*! General Electric Room Air Conditioner advertising, both single- and double-page ads, will run in *LIFE* both before and during your peak selling season!

more than anybody ...

TO RAKE IT IN!

This year G. E., the BIGGEST name in appliances, offers more . . . sets the pace in '54. A completely new line of room air conditioners and the BIGGEST promotion in room air conditioning history!

Get ready for the best selling season on room air conditioners you've ever had! This year General Electric blows this growing business wide open with . . .

Triple production! Yes G.E.'s great new room air conditioner plant at Erie, Pa. is scheduled to manufacture *three times* as many units as last year. There will be five great new models—priced to sell—designed to knock the spots off competition!

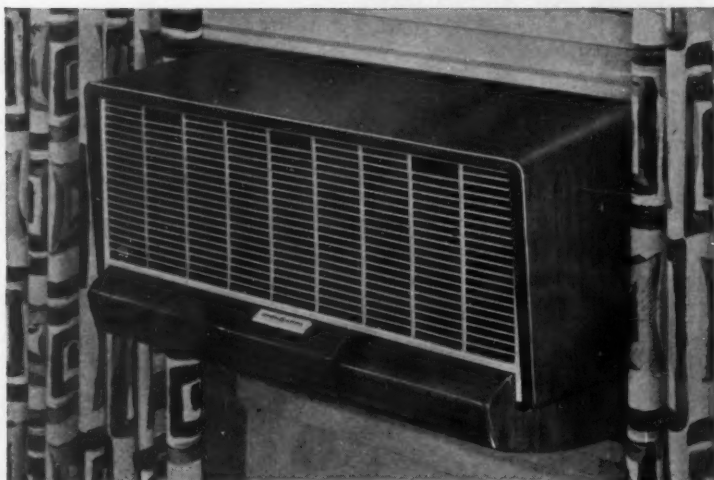
Record-breaking promotion! Look to G.E. for the biggest advertis-

ing blast in room air conditioner history. G-E Room Air Conditioners will be promoted *heavily* in magazines, newspapers, on radio and TV!

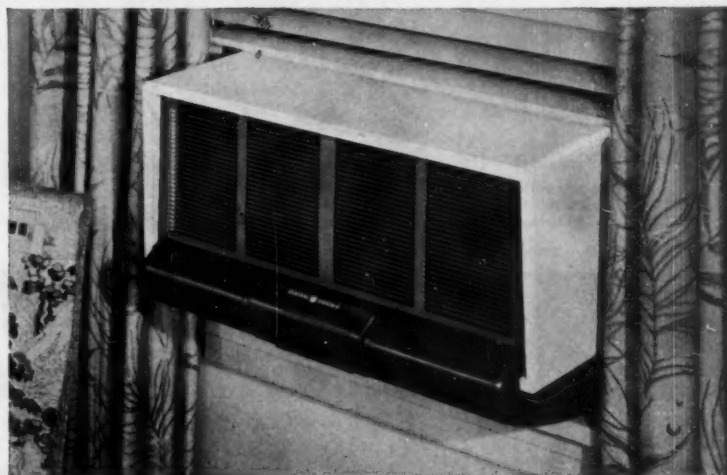
More profit opportunity for you! You know G.E.'s reputation for dependability. According to a national survey, *more people prefer General Electric appliances than any other brand.* G.E. gives you the best profit opportunity ever offered the room air conditioner dealer. It's your chance to get into the room air conditioning business with both feet and *really make more profit!*

Don't wait; get that order in. Contact your G-E distributor *now!* General Electric Company, Appliance Park, Louisville, Kentucky.

NEW, WONDERFUL GENERAL ELECTRIC ROOM AIR CONDITIONERS



Five new models available in 1954! For beauty of design, for quietness and efficiency of operation, here's the G-E that's going to really pull customers in '54. It's available in one-third, one-half, three-quarter (both standard and reverse cycle) and one horsepower capacities. It's crammed full of the features that customers say they want in a room air conditioner!



New one-third horsepower model at \$229.95! This attractive air conditioning unit was designed especially for bedroom use. It offers air conditioning at a price the majority of your customers can afford; yet it includes many of the features of larger G-E Room Air Conditioner models. Here's a low-cost leader to feature in your local newspaper advertising.

This year sell G-E "Comfort-Conditioned Air"!

GENERAL ELECTRIC



Big-selling ads in newspapers will do a bang-up job for you at the local level to back up your personal newspaper advertising. Newspaper mats will be available in various sizes!



High-temperature radio commercials will reach your customers. These commercials, created to "strike while the weather is hot," will be available to you for local use.

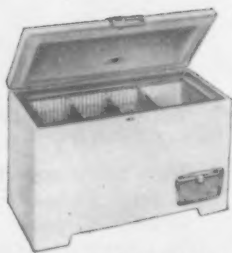


Joan Davis on TV! Fun-loving Joan is all set to do a powerful selling job for you on her famous TV show, "I Married Joan." Many of your customers see this TV program *every week!*

NEVER BEFORE IN FREEZER HISTORY!



Model No. CF-264



Model No. CF-174

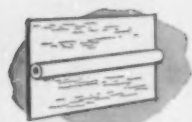


Model No. CF-104



Model No. UF-174

SO MANY NEW MODELS...



Fastest Freezing!
Exclusive! Patented Revco Freezing Action. Bonded tubing.



No Drip, No Cleaning!
No rusting. No condensation. No condenser to clean.



5 Year Warranty!
On low temperature refrigeration system. 5 Year Food Policy!



Quiet Operation!
Exclusive! Kitten-quiet compressor. No click, no whirr.



Flavor-Guard Signal!
Exclusive! 24-hour 2-light signal guards against mishaps.



Polar-Wrap Insulation!
Exclusive! Extra-thick Fiberglas keeps cold in, heat out.

SO MANY NEW FEATURES...



New National Ads!
Story of Revco's great features hits millions in best magazines.



New Local Ads!
Powerful, integrated dealer-signed ads build big freezer traffic.



New Displays!
Traffic-stopping animated displays tell the powerful Revco story in *sell* words.



New Sales "Impact"!
Colorful dealer helps, folders, banners sell hard.



New 60 Second Proof!
Proves Revco superiority in just 60 seconds. Dramatic sales-closer.

SO MANY NEW SELLING AIDS...

Everything's
New for '54 with

Revco

Contact your Revco distributor or write us direct. Cash in on this "All-Out" campaign now.

FOOD FREEZERS
REVCO, INC., DEERFIELD, MICH.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

TV shows surprising strength as 1954 gets off to a good start . . . Dealer buying still cautious Room coolers sell in January. Volume depends on promotion

DESPITE all the political talk of early February about "this recession" and the "present depression," eastern retailers reported that January volume was just about as good as last year's and sometimes better—which indicates that the business slowdown, if any, can't be attributed to the appliance industry.

For some retailers, TV showed surprising strength—surprising in the light of the widely reported public disposition to "wait for color." As one Buffalo, N. Y., dealer put it, "January has been very good here, mostly because of continued good television business." A dealer in Philadelphia, reporting that his January volume about equalled January, 1953, said, "We did our best job on TV; 21-inch consoles moved best but 24-inch consoles are increasing in sales."

While many dealers found that TV sales were limited, as expected, to the low-end of the line, reports from a few merchants like the one above indicate that maybe a part of the public got tired of waiting for color TV when sets didn't appear on dealer floors within a month after the FCC broke the dam.

Inventory Holdout. The cautious buying which characterized retailing in 1953 still seems to continue. One Philadelphia distributor says, "Dealer inventories are at a low level right now, but they are continuing to play it pretty close—not going to tie up a lot of money in a normally slow period.

This is a good condition because nobody will overextend themselves."

Dealer attitude is expressed by a merchant in the same area who says, "We're going to buy fewer styles per item from manufacturers. We plan to buy only what we feel the customer is going to buy so that our inventory will not be too heavy." Washington, D. C., dealers have the same idea, expect to maintain balanced stocks, but will cut down slightly on style items.

Weather Waste. Most of January's sales activity was stirred up despite poor weather. Up in the New York area the month started out with a bang saleswise, then was muffled by heavy snowstorms and was kept alive only by heavy clearance and mail promotions, flashy store and window displays, or new price-cut gimmicks. One smart dealer was meeting consumers' low offers, then tacking on extra dollars to sales for "undercoating your automatic washer" or adding a "shock resistor element" to a TV set—plus all the usual add-ons of delivery, warranty and home demonstration.

Hardest hit by the weather was Washington, where sales in the first ten days of the month were excellent. But then two snowstorms completely paralyzed traffic and sales in the city of cherry blossoms. Nevertheless, merchants were heartened by the month's beginning and they feel that the recently announced end of firings among government workers has raised morale and will send people back into the market place—particularly after March 15.

Cold Doesn't Stop Coolers. Everybody expects 1954 to be a good year for room air conditioners, but there are some dealers who aren't waiting for the hot months to get the season started. Up in Boston—not the nation's best room cooler market—units are already appearing on the sales floor. And in Philadelphia the big surprise of January business to one dealer was the quantity of air conditioners sold. "This," he says, "was in response to advertisements twice weekly in newspapers." He offered last year's merchandise purchased this year at a promotional price and has actually installed quite a few already. His explanation: consumer thinking is changing; people want to get them in while they think of it instead of waiting for hot weather.

Promotional Month. January was a month of clearances, and most dealers who could report good volume attributed it to some kind of promotion.

One Queens, New York, dealer sold over 340 major units in one week with heavy promotional activity and up in Boston dealers had good luck with "stock-taking cuts" in refrigerators. Many dealers put their promotional effort behind "close-out" stocks—some of which were purchased especially for just such an effort.

Good Outlook. Few dealers could report any one appliance as outstanding—although two or three mentioned strength in laundry sales and one called an increase in record sales "one of the really bright spots in the business"—but many are optimistic about the future, although they almost all add that "This is a year for promotional efforts," or that "People have money to spend, but they are more selective in what they are buying and want more value for their dollar."

The Midwest



By TOM F. BLACKBURN

Monkey wrench in collections Supermarket stumbling block . . . best prospects for adequate wiring . . . Department store trouble on traffic appliances . . .

A NEW trick in ducking creditors has sprung up in the Middle West, spawned by ambulance chasing lawyers. Idea is to round up working men head over heels in installment debt and put them through bankruptcy on a wholesale basis. Lawyer can do it for \$150 a head, and takes a wage assignment as his fee. It would appear that a mortgaged appliance would avoid this debacle, but it seems to tie up all creditors in a mess of trouble.

Excise Tax Question. Right now there is talk of cutting excise taxes.

Question arises, who would be entitled to a refund in the event of repeal? It is paid and passed on from the manufacturer down, generally with each level adding a profit mark-up. Would the distributor be able to claim a refund on inventory, and would the dealer also? A nice legal quibble exists.

Query most frequently asked a reporter who has walked miles at the winter markets with a camera in his hand is: What was the most unique product that you saw? Answer: The combination of an electric clock with a room cooler that turns it on at a regular time daily and will skip Saturday and Sunday if you have it in an office.

Supermarket Stumbling Block. If someone can tell the supermarkets how to handle appliance sales faster, they will move more rapidly in this direction.

The supermarket has been geared up to get people checked in and out as rapidly as possible, with items running 49¢, 59¢ and the like. A \$30 deep fat fryer which has to be bought on time bogs down the checker no end. She has to arrange to look up the purchaser's credit and get it passed on and to prepare for the partial payments. All of which balls up the line of grocery shoppers, and up to now, costs the supermarket money.

One of the big boys in the appliance business says that supermarkets cannot sell items that run over \$5 without salesmanship. Another expert demurs, and has pointed out that things up to \$49 have been sold. The supermarkets get the traffic all right, but even the idea of licking stamps on a contract has not eased the situation of handling the sale, and both these experts, interviewed at the winter housewares market, agree that the appliance business is not going to be taken over by the big food outlets until this thing is licked.

Best Prospects for Adequate Wiring. News that 20 percent of the purchasers of air conditioning units last year were unable to install their items is regarded by members of the Chicago Electric Association as one of the best sources of leads for adequate wiring jobs which the Electric Association and Commonwealth Edison are now sponsoring.

Chicago apartment buildings which in most cases do not have enough electricity to permit their tenants to enjoy all the appliances they can buy offer the most logical place to start the adequate wiring drive.

(Continued on page 12)

Fresh-Air Maker FANS FOR '54

You can well afford to investigate Fresh-Air Makers for your money line. . . Window-Portable Fans in new designs with new utility, new features. All popular sizes for the popular demand. Fresh-Air Makers will appeal to your customers because of their unbeatable performance and conveniences—nothing better built—all priced right—guaranteed for five years.

WP-12, window-portable, 1280 CFM, 2 speeds.

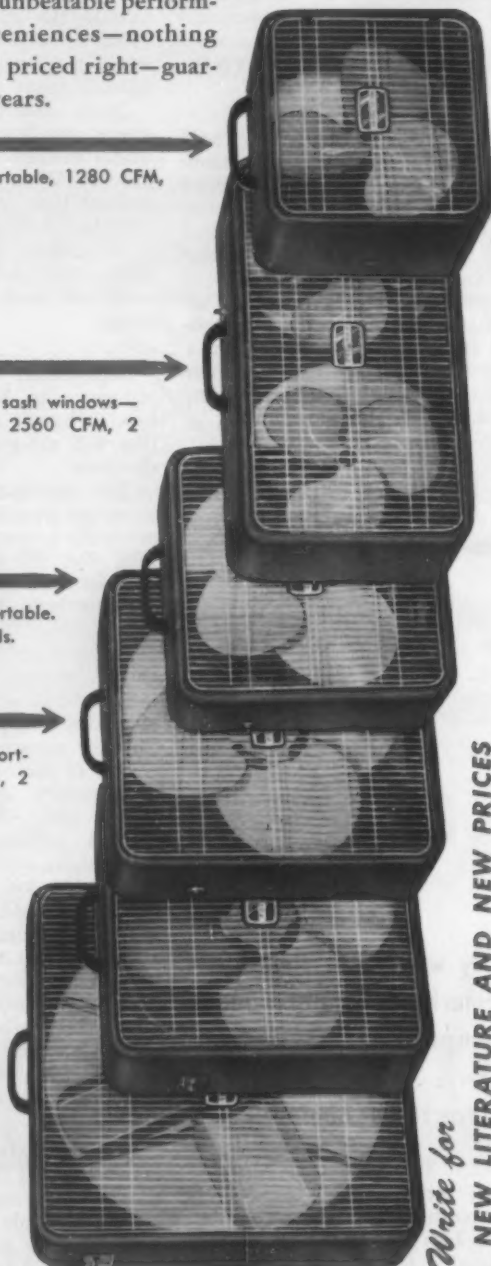
WPT, casement or sash windows—portable or floor. 2560 CFM, 2 speeds.

WP-16, window-portable, 2100 CFM, 2 speeds.

WP-20, window-portable, 2900 CFM, 2 speeds.

RP-20, window-portable, 2900 CFM, 2 speeds, electrically reversible.

RP-24, window-portable, 4800 CFM, 2 speeds, electrically reversible.



Write for
NEW LITERATURE AND NEW PRICES

and . . . The leading line of Attic and Exhaust Fans, Horizontal and Vertical—11 right sized models—well known and accepted the country over. 4500 CFM to 23,500 CFM.



SCHWITZER-CUMMINS COMPANY
1125 MASSACHUSETTS AVENUE
INDIANAPOLIS 7, INDIANA

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 11

Strategy of the Chicago group is to take areas in different parts of the city and concentrate direct mail, phone calls and followup in those areas to see how much interest can be stimulated in adequate wiring jobs. The name of each family, usually living in an apartment, which has had to give up some intended purchase because of inadequate wiring should add fuel to the fire. There is nothing like being denied something to make the customer want it.

Traffic Appliance Troubles. The soft credit policy of most large department stores is running head-on these days into trouble with the bargain hunter buyers. In their quest for small appliance bargains, buyers are picking up the biggest bargains they can lay their hands on. The trouble is that these items become bargains because the manufacturer strips away all service and lays them down practically naked on the department store floor. With the department store policy of satisfying all complaints, the appliances that bounce back find the store without any source of repairs and then make-good virtually on its own shoulders. Some appliance manufacturers estimate the loss more than balances the savings in bargains.

Ideas are Swiped. Small appliance manufacturers at the Housewares Shows frequently remark that they did not want to show their new stuff eight

months ahead of the real selling season. Reason was the fact that competitors could steal the idea and have it on the market when the real selling season for the fall begins.

Damages in case of infringements, frequently do not amount to enough to pay the damaged party for his time, and the idea pirate can frequently make a good killing after stealing the idea and exploiting it.

Advise Trials on 21-In. TV. Joe Elliott of RCA-Victor came with a suggestion for dealers at the winter markets. Fifty percent of the black and white television in the homes today, he said, are 16-in. picture tubes or smaller. Some one is going to go to town by offering 21-in. sets for demonstration in those small-tube homes for 48-hour periods. The contrast in quality will do the rest, said Mr. Elliott.

Biscuits out of Deep Fryers. The plus-uses argument is back with us, this time with deep fat fryers. Everyone has heard of the hammer which also can be used as a screwdriver, a pair of pliers, and a monkey wrench, but now it is the deep fat fryer which will do all the jobs an electric roaster performs, even to baking small, hand-size pies. The new approach is giving roaster manufacturers some qualms—not because they believe it, but for fear the public will.

(Continued on page 14)



"ISN'T MODERN ELECTRONICS WONDERFUL? EVERY YEAR THERE'S SOMETHING TO POSTPONE BUYING A SET FOR."

Exclusive!



DEXTER TWIN-A-MATIC

The only machine that's

2 Washers in 1!

NO OTHER WASHER LIKE IT! TWICE AS FAST! TWICE AS MANY SELLING FEATURES!

DEXTER DRYER

Feature it with the Dexter Twin-A-Matic and you have America's finest dual laundry equipment to offer your customers.



SINGLE TUB WASHERS

A washer for every need in every price range. Special hard-hitting promotional plans to help you sell and make more profit.



THE DEXTER CORONET
Model 533



THE DEXTER DEFENDER
Model 534



THE DEXTER PATRICIAN
Model 535

Show a Dexter Twin-A-Matic to a woman who's fussy about her wash and nobody can sell her any other washer. The Dexter Twin-A-Matic washes clothes cleaner, whiter, brighter than any other type washer made. And does it faster and easier!

There's no other washer like the Dexter Twin-A-Matic! So only a Dexter dealer can make the sale! With a Dexter Twin-A-Matic you can wash two tubs of clothes at once, wash in one tub . . . rinse in the other, or give extra-dirty clothes a quick, easy double sudsing.

The Dexter Twin-A-Matic turns out a tubful of brighter, whiter, cleaner clothes every 4 minutes! There's no waiting for a long "wash-rinse" cycle. With a Dexter you can have a big sparkling clean weekly wash on the line or in the dryer in less than one hour. The Dexter Twin-A-Matic is America's fastest washer. It can be your *fastest seller!*

PHILCO CORPORATION

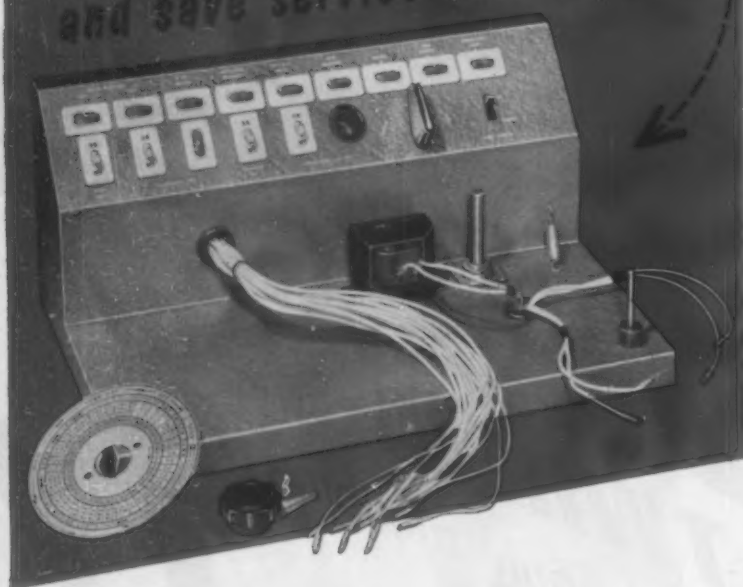
DEXTER DIVISION

FAIRFIELD, IOWA

WASHDAY ENGINEERS FOR 60 YEARS

ELIMINATE GUESSWORK

and save service call-backs



with the NEW Whirlpool ELECTRONIC TESTER

No more guesswork! With the new Whirlpool Electronic tester, you can accurately and rapidly test timers, solenoids, coils, any electrical component of a Whirlpool Washer or Dryer *right in your own shop*. It saves time and fuss by eliminating the need to send "suspected" defective electrical parts to the factory for testing. It makes extra money for you because you will now be able to make your own electrical repairs. And, it cuts down service call-backs caused by "mis-guessing" . . . protecting your service reputation.

Find out how this outstanding testing kit can help you give better service . . . build satisfied customers. It is available to you at manufacturer's cost. See your Whirlpool distributor or A.P.J.A. parts jobber right away.

AMERICA'S MOST COMPLETE SELECTION OF HOME LAUNDRY APPLIANCES



service division

WHIRLPOOL CORPORATION • St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana

World's Largest Manufacturer of Washers, Dryers and Ironers

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

The South



By AMASA B. WINDHAM

Moans of dealers sound silly
in view of good business . . .

Refrigerator and range sales
indicate good future ahead

OCCASIONALLY you run into a dealer down here who is moaning like an evangelist at a fish fry. When you ask him what's the trouble, he comes back with something like: "Did you read what Whoosis, the economist, says is going to happen? Looks like a recession." Then you ask him the state of his own business and he replies: "Pretty good." As usual, it doesn't make sense.

An honest appraisal of conditions in the appliance field down South reveals that business is good and likely to get better. The volume of sales at this writing is not as high as it was in 1953 but there is a steady demand for almost everything and indications are that the demand will rise.

Refrigerators, for example, had a good month in January, showing a small sales increase over last year in the four major southeastern cities—New Orleans, Birmingham, Atlanta and Memphis, and in both Houston and Dallas.

"It should be a good year for refrigerators," reports an Atlanta distributor. "New families and new construction in this area have held the saturation rise down. It's still a matter of just getting out and selling, that's all."

Other Cities Better Too. Birmingham reports were pretty much the same. The big department stores in the Magic City were sparking the sale of refrigerators and in this city, sales were an estimated 10 percent over last year. In Memphis and New Orleans, where estimates are always hard to get, a veteran dealer in each city said that his own sales were higher than the comparable period for last year and that he saw no reason why they shouldn't continue that way.

Electric range sales averaged up better, also. Dealers in parts of Louisiana, the Carolinas and in all of Florida were doing a beautiful job on ranges. Even in the Louisiana gas areas, recent utility campaigns got good results and better sales. In the two Carolinas, the sale of ranges in the larger cities alone had reached an estimated figure of 5,000 a month, a mark never bettered.

The sale of laundry equipment showed no great gains nor losses. Down in Florida, dealers in Miami, Jacksonville, Tampa and St. Petersburg all reported steady sales of both automatic and conventional washers as well as dryers. Ironers were in a slight slump, however. One Miami (Continued on page 16)



SERRANO

"WITH THIS COMBINATION YOUR HUSBAND NO LONGER HAS TO LEAVE THE LIVING ROOM TO DO THE DISHES . . . !"

LAST CALL!



Only 3 more weeks
TO CASH IN ON
CASCO'S
BIG 40%
EXTRA-PROFIT OFFERS

It's simple arithmetic, no matter how you figure it! CASCO gives you a full 40% to brighten your profit picture... If you contact your distributor NOW, while he has a limited number of deals left in stock. It's a fact!—over 73% of Casco Irons are sold to the consumer within 60 days of the date of manufacture. What an opportunity you now have for bigger profits and even faster turn-over.



CASCO'S \$1,000,000 CAMPAIGN NOW in Full Swing!

THE SATURDAY EVENING
POST

Watch for This Spread
Out March 27th



Get your full share of the benefits of Casco's million dollar promotion, with 28 double spreads, full pages and half pages in 11 top magazines. Here's the industry's most talked-about advertising... BIGGEST in Casco history. More women than ever before will be looking for the steam and dry iron that uses plain tap water. Watch for it in magazines like Saturday Evening Post, Better Homes & Gardens, Woman's Home Companion, McCall's, Good Housekeeping and many others. See it in newspapers and on TV! Hear it on Radio.

Plus!

—a staggering array of new, sales-making displays, folders and window strips free for every dealer—all tied in with seasonal promotions and the big \$1,000,000 campaign!

ORDER NOW!
THROUGH YOUR WHOLESALER!
His supply is limited—
don't delay!

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 14—

dealer told this reporter that he had "a cure for any washing machine troubles. It's just to get out and sell." This cure might apply to ironers.

In Charlotte, which is practically the washing machine capitol of the South, sales were just slightly below the 1953 mark for this time of year. One of the larger wholesalers in Charlotte declared he expected first quarter sales to equal or exceed last year's volume. To insure that they do, he has recently added a home economist who specializes in washers.

Cooler Season Awaited. Every dealer we talked with this month is rubbing his hands in anticipation of the air-conditioning season. The Florida distributors have all placed their orders and are biting their nails over whether they've ordered the right amount. Dealers all along the Gulf Coast are expecting a bonanza season, as are retailers in the mid-south cities. Sales should start by the first of April.

An appliance dealer who makes a special point of getting to the bottom of things—usually ends up on top!

A New Orleans distributor who knows his market foresees an excellent year in home freezers. This dealer declares the freezer market in Louisiana and Mississippi, his trade area, is just coming into its own. He plans at least two special promotions this year. Campaigns by utilities in lower Virginia paid off well in home freezer sales last year and officials of these utilities say the promotions will be repeated.

During January, water heaters sold very well in Birmingham, Atlanta and Jacksonville. Although sales were off a bit in mid-Tennessee and the Carolinas, there was a considerable increase in the sale of heaters with capacity of 30 gallons or more, throughout the Florida peninsula. Water heaters also should have a good year.

Electric housewares took the usual after-holiday drop in sales, but on a comparative basis, were holding up well. Dealers in Tampa and Miami were surprised by an estimated eight percent increase in housewares sales over January of last year.

Add to the above report the fact that television and radio sales are at a peak and you are led to wonder what the few moaners and groaners have to worry about. President Eisenhower's report on the prosperous state of the nation certainly applies in full to these southern states. Employment, payrolls, savings and construction figures all testify to the healthy field of appliance buying prospects.

The big need down here is for dealers to smarten up on selling tactics. There just aren't enough dealers who are willing to use the city directory and the telephone book as ready made prospect lists.

(Continued on page 23)



**ELECTRICAL
CORDS**
**KEEP YOUR APPLIANCES
IN SERVICE**

MANUFACTURERS AND SERVICE MEN WHOSE PRODUCTS SERVE BEST

Specify **Belden**
WIREMAKER FOR INDUSTRY

In Room Air Conditioners for 1954...

Only **PHILCO** brings you
a 17 Year Record of
Sales Leadership Plus

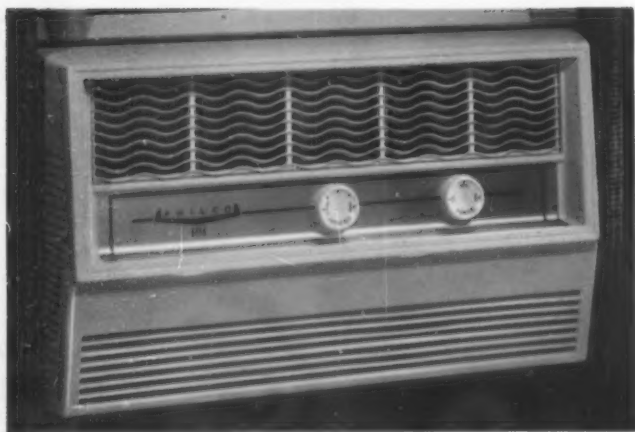
**Sweeping Advances
in Value and Design**
that make Industry History

Read the Full Story Inside...And Remember

More People Own a Philco
And in 1954 More People will Buy a Philco
Than Any Other Room Air Conditioner

PHILCO...Leader of the World in Sales—Standard of the World in Performance

New PHILCO



1 H.P. Philco Model at Lowest Price Ever

Here's the new Philco 101-KS—for the first time, a 1 H.P. air conditioner that can be mounted flush with the inside sill without any loss of operating efficiency. Like all newly designed Philco models, it has a one-piece unit enclosure, and power system slides in or out like a file drawer. Thus, along with all its other features, it's the easiest unit to install in air conditioner history. New decorative front is finished in Mahogany, as shown above, or in Arctic Dawn (at left)—the 101-KSL. Both models have new rotary controls.

Also Available at New Low Prices with $\frac{1}{2}$ and $\frac{3}{4}$ H.P. Sealed Power Systems

In the three fastest selling sizes— $\frac{1}{2}$, $\frac{3}{4}$, and 1 H.P.—these new "flush mounted" Philco units will make value history. All three sizes are similar in appearance, and are equipped with adjustable air discharge grille for draft-free circulation. Even more, front is easily removable so that the filter can be replaced in a matter of

seconds, regardless of where the air conditioner is located on the sill. And all the controls are located on the front—easy to use . . . easy to understand, including a completely adjustable FRESH AIR INTAKE that provides for maximum ventilation or when closed in off-season prevents cold air from coming into the room.

PHILCO LEADERSHIP

Now makes possible the First Room Air Conditioner with

Completely Adjustable Window Mounting



Here it is at one extreme with the unit
OUTSIDE
the window

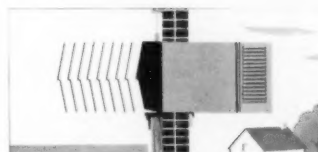


Here it is at the other extreme, with the unit
INSIDE
the room

In Most Cases it will be Mounted Flush with the Inside Sill, yet it's just as easy to locate it partially or almost entirely within the Room

No longer is there one set position or even a few limited points for locating a room air conditioner on the window sill. Philco leadership in design has changed all that for 1954 with a complete line of $\frac{1}{2}$, $\frac{3}{4}$, and 1 H.P. air conditioners—brand new outside . . . brand new inside . . . the greatest values of all time!

When mounted flush with the inside sill, these new Philco air conditioners will not take up any space inside the room. However, most important of all, they will operate at full efficiency, regardless of where located on the sill. *There is no loss in cooling power!*



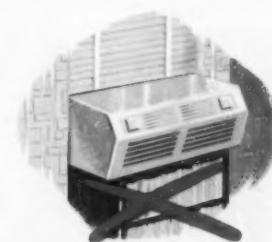
Utmost Flexibility

New Philco design mounts flush with the inside sill . . . flush with outside building line . . . or at any point between these two extremes, depending upon the building itself and the needs of the individual user.



No Extra Support Outside

Even in the extreme "outside" position, the new Philco can be easily mounted on the window sill without any unsightly angle irons.



No Extra Support Inside

You don't need a book case or special legs to support the new Philco inside the room. It's balanced for any position on the window sill.



Open this Page... See how Philco
Revolutionizes Room Air Conditioner
Design for 1954

"Flush Mounted"



Reverse Cycle $\frac{3}{4}$ H.P. Philco . . . World's Greatest Buy in Year 'Round Comfort

In addition to a complete line of "flush mounted" models at new low prices, Philco also brings for 1954 the most advanced $\frac{3}{4}$ H.P. air conditioner ever built—the Philco 86-K. New in design and styling, it incorporates the greatest developments known to the industry for year 'round comfort and utility, including the famous Philco Reverse Cycle Heat Pump.

HEATS the same size room it COOLS . . .

Heats as fast as it Cools

A year of service has proved there's no match for the Philco reverse cycle system for heating on cool days. This is because it does not depend upon mere electric coils, which may warm only a tiny corner of the room, but instead a Heat Pump circulates warm air in chilly weather just as fast as the unit circulates cool air in hot weather.

The Only TRUE Automatic Temperature Control



This Philco development is today the hallmark of the industry for "constant comfort". Instead of a mere thermostatic switch that turns the unit on and off, Philco's control scientifically regulates cooling while the unit continues to wring moisture out of the air at all times. Thus it never overcools, yet there is no chance for the room air to get sticky, muggy or stagnant which can easily happen with any other system. And there is no extra drain on power supply . . . no interference with TV or radio . . . no noisy stops and starts!

” Air Conditioners

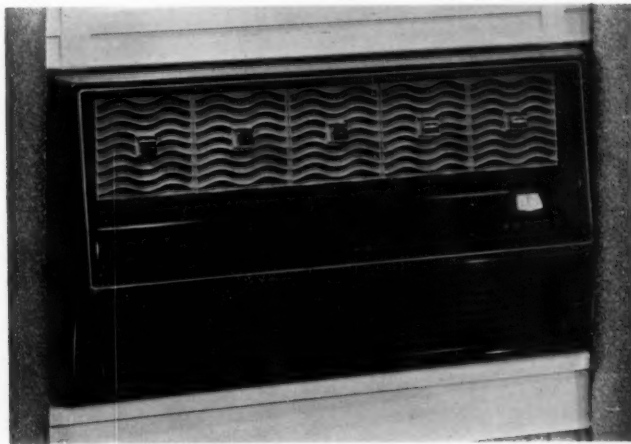
More new features . . . more advances in styling and design . . . more contributions to the over-all growth of the industry than have ever been offered in a single year are here

from Philco. Shown here are just a few of the Philco air conditioners that will make sales history in 1954—in all, there are 22 different models to cover every type of demand.



Exclusive Arctic Dawn Cabinet

This is the Philco 86-KL—exactly like the 86-K (at left) except for cabinet finish. Both models are also available without the heating feature, designated as 84-K and KL.



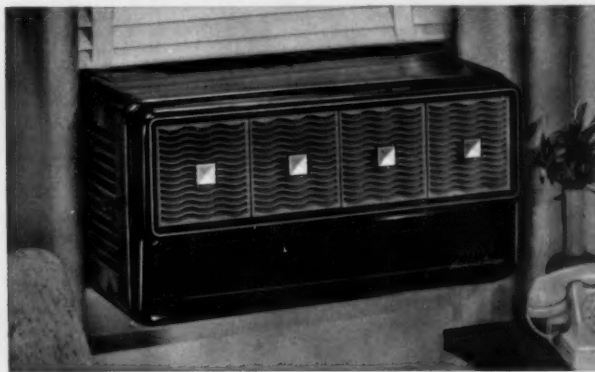
New Deluxe ½ H.P. Philco

New for 1954—the Philco 62-K. Exclusive advanced design plus concealed control panel, four-way adjustable grilles, and stale air exhaust typify its extra value at new low price.

There's a New Philco for Any Size Room or Office



LOWEST PRICE EVER—the Philco 40-KL with ¼ H.P. Sealed Power System, unmatched for quiet operation.



HIGHEST CAPACITY 1 H.P. MODEL on the market today—the Philco 106-K with Reverse Cycle System.



FOR CASEMENT WINDOWS...exclusive Philco Console, with ¾ or 1 H.P. unit completely enclosed inside the room.



PHILCO WATER COOLED 1 H.P. CONSOLE—the model 1204-K. Again for 1954, it's the leader in its field.

Don't Gamble in Air Conditioning!

ONLY PHILCO has a proven record of unmatched quality and dependability backed by 17 years of Sales Leadership

ONLY PHILCO can say to the American public: "More people own a PHILCO than any other ROOM AIR CONDITIONER."

ONLY PHILCO leads in every phase of merchandising with a tested program that year after year has brought to the dealer a continuous, dependable source of profits

LEADING NATIONAL
MAGAZINES

RADIO SPOTS

LIFE

POST

NATIONAL
NEWSPAPER ADS.

DON
MCNEILL

PHILCO TV
PLAYHOUSE

SPECIAL
PROMOTIONS

DIRECT MAIL

Join the Leader in '54...

To keep pace with the greatest air conditioner line in 17 years of industry leadership, Philco is ready with the most extensive advertising program in the history of the business. With a complete schedule in all media, spear-headed by the Philco TV Playhouse, it will again blanket America to boost air conditioner sales for Philco dealers from coast-to-coast. There is only one way to cash in on it to the limit... CONCENTRATE ON PHILCO all the way.

CONTINUED FROM PAGE 16

The Great Lakes



By FRANK A. MUTH

Sharp retort on business . . .
Two opinions from Detroit . . .
How to get their money . . .
What ads are pulling . . . He's
ready now for air conditioners
. . . Expect a good year

WHEN this reporter asked a distributor in Columbus, Ohio, at the end of January how business looked in his area, he answered, "If enough people constantly say it is going to be tough—it sure will be! How about some of you fellows showing a degree of optimism for a change?"

That suggestion was well put. However, some dealers and distributors throughout the Great Lakes area have not imagined trouble. They are experiencing it.

More Complaints. Many of the dealers feel that the new lines aren't really offering much despite a few little extra shelves here or there, or a dash of color. In fact, the biggest complaint they offered—where is the merchandise? Shipments from the manufacturers have been way off. A Cleveland dealer told this writer early in February that he'd found refrigeration sales good, his TV completely dead . . . but he wasn't worried too much. He'd really been selling laundry units. Only he, too, couldn't deliver after he'd made the sales. At the time we talked, he had 14 sales, but no merchandise.

The \$64 question that dealers were raising early in 1954 was "How can you get the people to part with their money?" Words have been written in journals, newspapers, and aired over the airwaves, that people have money, but the real "nub of the situation" seems to be why they won't spend it.

Answer to the Question. Here is what one distributor did about it. And it worked.

He held a meeting about the first of January in the Carter Hotel in Cleveland, Ohio. He had 800 salesmen there. Most of the dealers were speaking in dry tones, when he put them on the spot. He wanted them to carry the complete line of washers, television, ranges, refrigerators, and when the season came, air conditioners, etc. If he only had one dealer in the entire room sign up, that is the only way he'd settle the business meeting. True to his prediction, his strategy worked. It cost about \$4,000 for some dealers to stock the units on their floor but by the end of January one dealer alone had moved 2 carloads,

(Continued on page 26)



She depends on you for
plenty of HOT
hot water!



Your customers know they can count on you when you sell *White*. The top quality that is built into every *White* Water-Hotter means long, long years of outstandingly dependable service . . . and plenty of piping hot water, always on tap.



6.9% MORE HOT WATER
than most utility requirements, in electric models, because *White's* exclusive Water-Hotter baffle diffuses and tempers incoming cold water for super-fast heating.



FILM OF FLAME
The single port burner in gas Water-Hotters means NO clogging—ever. Amazingly fast "pick-up" for PLENTY of hot water always on tap.

Plus 14 Built-in Quality Features

Write now for *White's*
Proved-Profits Plan
WHITE PRODUCTS CORPORATION
Dept. M-3, Middleville, Michigan
Export Office: 201 N. Wells St., Chicago 6
Water Heating Specialists Since 1930

White
Automatic Water Heaters
Electric or Gas



Guaranteed by
Good Housekeeping
as advertised therein

Electric—Round
or table top models
Gas—Round
models only

WHITE PRODUCTS CORPORATION—Dept. M-3
Middleville, Michigan

Please send us the *White* Proved-Profits Story with
"Fourteen reasons why they buy *White*." My business
letterhead is attached.

My Name _____
Address _____
City _____ Zone _____
County _____ State _____



The initial Tide order was sent in after Bert Rovics, Bressner's advertising manager, read about another dealer's success with Tide and then received a letter about the Tide Plan from his Apex distributor, Victor H. Meyer Co.



Free display kit, shipped with each Tide order, containing window streamers, posters, counter cards and newspaper mats, was used by Bressner's to attract washer prospects who found the offer of Tide too good to pass up.

Apex Dealer Credits Tide Promotion Plan For 38% Increase In Washer Sales

Says Tide's popularity makes it a real traffic builder—even in competitive New York market

Traffic up 30% . . . demonstrations up 50% . . . sales up 38%, these are the terrific results a Tide promotion gave to Joseph Bressner, President of Bressner Stores, New York. He got those results by displaying with Tide, demonstrating with Tide, promoting with Tide. Once again, Tide proved that its tremendous popularity makes it a powerful attraction for washer prospects.

Joe Bressner took advantage of Tide's special advertising allowance of \$1.75 per case to make this traffic-boosting offer: (1) a box of Tide to every prospect who came in for an Apex demonstration; (2) a big supply of Tide with every Apex purchased. With such great results, it's no wonder Bressner's intends to put another Tide Promotion to work soon. Like other dealers, coast to coast, you can put the Tide Plan to work for you, too. Tie-in with Tide and let its immense popularity bring you extra profits. Mail the coupon on the adjoining page and get your own Tide Promotion rolling right away.



Demonstrating with Tide, Bressner's found they got maximum results—the cleanest, whitest wash possible . . . with no soap film left in the clothes or washer. A demonstration that paid off in sales.



Heavy store traffic was the result of the offer of a box of Tide to everyone watching a demonstration—a big supply of Tide with every Apex purchased. More proof of the strong appeal of Tide—America's largest-selling washday product.



Another sale closed—convincing evidence of Tide's ability to clinch washer sales. A good reason why Bressner's intends to use the Tide Plan to build future traffic, demonstrations and washer sales volume.

THIS IS THE TIDE PLAN...

It Worked in New York City—It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.00 per case—minimum order 5 cases). And with your Tide, you also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

1. Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer 1/3 of case per washer sold).

2. Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.

3. Use Tide for demonstrations—get top performance from your washers. Tide gives you a clean, clean wash... leaves no soap film. Laboratory tests prove it!

4. Use Tide for displays—feature the Tide merchandise offers in your advertising and display Tide with your washers.

*Prices subject to change without notice. Shipped C.O.D., freight prepaid. Offer good only in Continental United States (including Alaska) and Hawaii.



Tide

is your best tie-in because...
**IN EVERY MAJOR BRAND OF
 AUTOMATIC AND WRINGER WASHERS,
 MORE WOMEN USE TIDE THAN
 ANY OTHER PRODUCT ON EARTH!**

CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

Box A
Tide Home Laundering Bureau
1429 Enquirer Building
Cincinnati 2, Ohio

Please ship us _____ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name _____

Street Address _____

City _____ State _____

Ordered by _____

(Please check boxes below for promotion material desired.)

☐ Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of _____ washer.

Also include at no cost, the following newspaper mats for the purpose of advertising our washer promotion.

☐ 2 cols. x 3" ☐ 2 cols. x 6" ☐ 3 cols. x 5" ☐ 3 cols. x 10"

Are you making the most of these PROVED SELLING FEATURES?

1



All-over heat pattern at every setting gives users better surface cooking. Foods cook faster, more uniformly. Also is more simple to use, a big feature with women.

2



Larger contact area with cooking utensil (up to 34% more) means more efficient surface cooking. Because less current is needed, users save on electricity.

3



Sturdy coil stays flat, keeps high efficiency for years. "Steel girder" construction and single terminal connection permits unit to expand and contract uniformly.

4



"Swing-away" hinging means easier cleaning of the unit and pan. Note also that there are no cross-braces on the unit to collect and hold unsightly dirt.

Sell "Simplified Cooking" with TK MONOTUBES®

It is no accident that more and more electric ranges are being equipped with TK *Monotube* Surface Burners. Nor that for three straight years, ranges with single-coil cooking elements have outsold all other types combined.

There's a reason for this. Namely, that homemakers like the added features they get with *Monotube* Units. And alert dealers have been quick to capitalize on this competitive advan-

tage. If you haven't yet done so, just try it! See for yourself what a difference it can make in *your* business.

Dealers also tell us that *Monotubes*, when promoted for replacement purposes, not only boost sales in this end of their business, but lead to *many new-range sales*. There may be a thought here for you. If you'd like to learn more about it, just drop us a line!

TK

FERRO

TUTTLE and KIFT, INC.

A Subsidiary of Ferro Corporation

1835 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 23

thus he had recognized that there was a demand . . . and he made the customer think that there was a demand.

It's the Truth. Some discount houses are closing up. From a trusted friend in Canton, Ohio, it was reported that discount houses are falling by the wayside and leaving more business for the legitimate and dependable dealers whose byword is service. It means that more dealers must stop cogitating about how they could get the business, but grab the bull by the horns and do some sincere selling.

Ads that offer something "new" seem to be catching the prospects eye. One advertising manager of a distributor put it this way: "We had ads that offered savings up to \$200 on floor samples and demonstrator models. It was an appliance clearance. But we didn't clear anything. We had two newspaper ads, radio both before and

Practically all prospects who come into an electrical appliance store are the same—except for the few who know what they want.

after, but still not the response we should have had.

"Only the ads with new items get any attention," the advertising manager continued. "It is the gadgets, you know, the do-it-yourself type of thing, that people really are interested in."

Getting Ready. Some success that dealers get is caused by early planning. One dealer in the bluegrass state reports that he is working on mailings right now for his air conditioner season—he definitely has more than a myopic view of when to get ready. For TV he reports business is pretty fair, but he has several promotions and ads lined up for when the UHF station goes on the air.

Some Difference. Some of the observations already brought out above don't hold water in Cleveland. One distributor's sales promotion manager said that the dealers were crazy about the 1954 line, that TV was selling quite well, that even national ads were giving his dealers a big boost in business, that inventories are good (no shortage except on some of the new models where production has been extremely low at the present time).

A Cincinnati distributor points out that some people are holding back on most of their buying urge until the government makes up its mind on F.H.A.

But at the present time, the 1954 business doesn't look too good. Some guesses already put it from 5 to 10 percent off for some to just fair or about average so far.

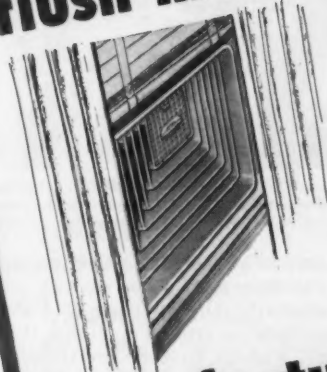
(Continued on page 34)



MITCHELL

alone gives you these
three great advantages
in room air conditioners

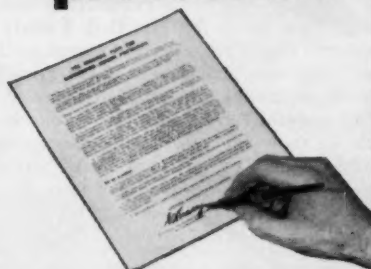
1 MITCHELL
has true
flush mount



**...a feature
that counts!**

In a single town alone it
counted for 200 units
sold in December

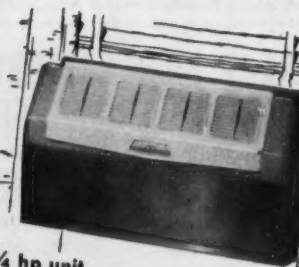
2 MITCHELL
has dealer
distribution
protection



**...a plan that
gets action!**

In a single territory alone it
got action for a distributor
on 2000 units in December

3 MITCHELL
has the best
promotion



3/4 hp unit
\$299.95 list price

**...a price for
store traffic!**

In a single store alone this
special price accounted for
18 sales in the winter month
of December

**MITCHELL dealers are
getting Action right Now!**

Act Now Send This Coupon For Complete Details

MITCHELL MANUFACTURING COMPANY

2525 N. CLYBOURN AVE. • CHICAGO 14, ILLINOIS

In Canada: Mitchell Mfg. Co. 19 Waterman Ave., Toronto, Canada

MITCHELL MFG. CO., DEPT. EM-2
2525 N. Clybourn Ave., Chicago 14, Illinois

Gentlemen:

Please send complete details about the all new 1954 MITCHELL line
Include information on how I can become a MITCHELL FRANCHISED
DEALER and get full benefits of your Dealer Distributor Protection Plan.

Name.....

Store Name.....

Address.....

City..... State.....

Neighborhood News

FOR APPLIANCE DEALERS

PRESENTED BY

Family Circle

MAGAZINE

9 of 10 Customers Live Within 1½ Miles of His Appliance Store, Wisconsin Dealer Finds



Kroger market, where Family Circle is sold, located in same neighborhood as the Bell Appliance Store.

SUPERMARKET BEST NEIGHBOR 3 OUT OF 4 DEALERS AGREE

Facts of major importance to appliance dealers are revealed in Family Circle Magazine's continuing nationwide survey. Most significant is the fact that a supermarket is the best neighbor an appliance store can have, in the opinion of 3 out of 4 dealers questioned. The main reason for this preference is customer traffic. The survey also shows that supermarket shoppers are the same people appliance stores depend on for more sales.

Every month 4,000,000 housewife-shoppers buy Family Circle at 8,080 stores of 14 leading grocery chains. These supermarket customers, a great majority of whom live within 1½ miles of the neighborhood appliance store, are the people appliance dealers call their best sales prospects. No wonder, to reach the best prospects for their appliances, important manufacturers are advertising their products in Family Circle, America's fastest-growing national magazine, sold only in supermarkets.

8 APPLIANCE ADVERTISERS OPEN SPRING CAMPAIGNS IN FAMILY CIRCLE

Hobart Mfg. Co., a new advertiser, joins seven other appliance manufacturers who have scheduled spring campaigns in Family Circle.

Bendix and Speed Queen use the March issue for their pre-selling messages to 4,000,000 Family Circle families. In addition to Hobart, the April issue includes Blackstone; Landers, Frary & Clark; Regina; and West Bend.

American Gas Assn. uses sectional editions of both months' issues.

Family Circle Readers Are Concentrated In Same Area as Leland Bell's Best Customers

JANESVILLE, WISC. Leland W. Bell, owner of the Bell Appliance Store, 103 East Milwaukee St., here, now has conclusive proof that 9 out of



10 of his best customers live within 1½ miles of his store. This was revealed by Family Circle's research specialists after making a survey of customer concentration around Mr. Bell's store.

In conducting this survey for Mr. Bell, Family Circle's research experts plotted the street addresses of Bell's appliance customers, taken from his most recent sales slips, on a map of Janesville. Then, after careful tabulation, the researchers were able to show the veteran appliance dealer that no less than 92 out of every 100 of his customers



live within a 1½ mile radius of his store.

On a national scale, Family Circle's continuing study among neighborhood appliance dealers shows that an average of 73% of the customers live within 1½ miles of the appliance store.

63% of Family Circle Readers Live in Same 1½ Mile Area

A few blocks from the Bell Appliance Store is a Kroger supermarket. The study also reveals that 6 out of 10 housewife-shoppers who buy Family Circle Magazine at this neighborhood store live within Mr. Bell's important 1½ mile market area. These figures show appliance advertising in Family Circle reaches a high



Leland Bell, owner of the Bell Appliance Store, demonstrates to neighbor-prospects. 92% of his customers live within 1½ miles of the store.

percentage of families concentrated in Bell's best-customer area.

Nationally, the average of Family Circle reader-families around appliance stores is even higher. Family Circle's continuing national survey shows 74% of those who read Family Circle live within 1½ miles of an appliance store.

This concentration of buying-power, delivered by Family Circle, is one reason why it provides an ideal way to reach appliance prospects through advertising.

Family Circle Is Sold in All These Grocery Chains and Supermarkets Exclusively:

ALBERS
AMERICAN (Incl: Acme, Asco, Danahy-Faxon, Giant Tiger, Nu-Way)
BOHACK
BUTT (HEB Stores)
DIXIE HOME (Incl: Lower Main Super Markets)
FIRST NATIONAL (Incl: Finast)
GRAND UNION
H. G. HILL
JEWEL
KROGER
RED OWL
SAFWAY
WEINGARTEN
WINN AND LOVETT (Incl: Kwik Chek, Margaret Ann, Lovett, Stouden, Table Supply)

**Family Circle displays
will build customer traffic
for your store**

Family Circle's *buying* readers are the brand deciders for home and family equipment—they're in the market for new appliances to make their "home-work" easier, better. These best-customer prospects shop in your neighborhood supermarket—are concentrated in your best sales area. Invite them into your store with Family Circle's free display cards!

**FREE
DISPLAY
CARDS
FOR
COUNTERS
AND
WINDOWS**

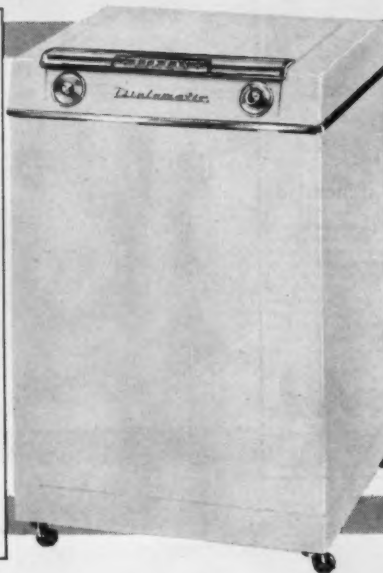
JUST FILL IN AND MAIL COUPON

Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisements from the March issue of Family Circle:

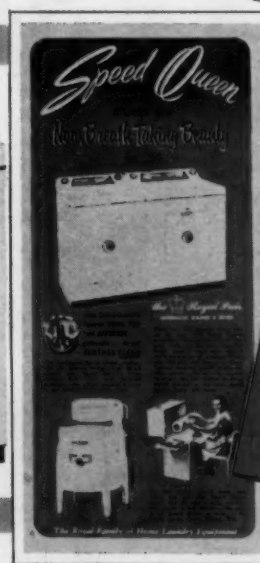
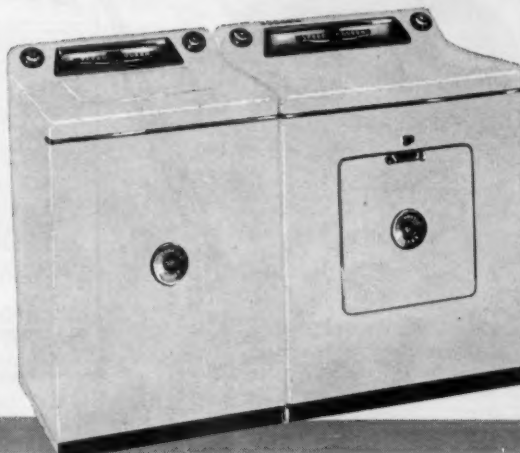
- | | |
|--|--------------|
| <input type="checkbox"/> SPEED QUEEN WASHERS & DRYERS..... | No. of cards |
| <input type="checkbox"/> BENDIX WASHERS..... | " |
| <input type="checkbox"/> WESTERN HOLLY RANGES..... | " " |

Name _____
Store _____
Address _____
City _____ Zone _____ State _____



Bendix, through Family Circle, reaches the highest percentage of housewife-readers among the top 10 circulation magazines. Thus, Bendix pre-sells a leading market of homemakers on its home-laundry equipment in this 1/2 page advertisement in Family Circle's March issue.

Speed Queen, starts its fourth year as a Family Circle advertiser, with this 1/2 page advertisement. Family Circle takes Speed Queen's sales message to a ready-made market of best-customer prospects: the highest percentage of reader-families with children and the most children per family among the top 10 circulation magazines!



**Appliance Advertiser In
Sectional Editions Of
March Family Circle**

AMERICAN GAS ASSOCIATION, featuring Western Holly ranges, advertises in the California, Northwest, and Mountain editions of Family Circle's March issue.



**4,000,000 family buyers, in the market
for home and family appliances,
shop the pages of Family Circle
for the brand names to buy in their
neighborhood appliance store!**

Family Circle

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

**Bring more
"customer-neighbors"
into your store!**

Family Circle families are concentrated in the 1½-mile, best-sales circle around your store. Order Family Circle's free display cards for your windows to let these appliance-buying families know you have the brands they see advertised in Family Circle.

FREE DISPLAY CARDS FOR COUNTERS AND WINDOWS

JUST FILL IN AND MAIL COUPON
Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisers from the April issue of Family Circle:

- | | |
|---|--------------|
| <input type="checkbox"/> KITCHEN AID MIXERS..... | No. of cards |
| <input type="checkbox"/> REGINA POLISHER AND SCRUBBER..... | " |
| <input type="checkbox"/> UNIVERSAL COFFEEMATIC..... | " |
| <input type="checkbox"/> BLACKSTONE HOME LAUNDRY UNITS..... | " |
| <input type="checkbox"/> WEST BEND FLAVO-MATIC..... | " |
| <input type="checkbox"/> O'KEEFE AND MERRITT RANGES..... | " |
| (AMERICAN GAS ASSOCIATION) | |

Name _____
Store _____
Address _____
City _____ Zone _____ State _____



as advertised in
Family Circle
magazine

of course...
I used my KitchenAid!

Saves so much time! And results are so much better, when you stir, whip, blend...with a KitchenAid! KitchenAid's big revolving single beater travels 'round and 'round inside the bowl, thoroughly mixing all ingredients. Attachments, too, for every kitchen task. See KitchenAid, "the finest made," at better dealers everywhere, or write KitchenAid Electric Housewares Div., Dept. KF, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.

KitchenAid
The Finest Made...by

World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



"Our new KitchenAid campaign in Family Circle pre-sells 4,000,000 homemakers, concentrated in the best-customer neighborhoods of thousands of appliance stores. With daily food preparation as one of their top interests, these family mothers are in the market for KitchenAid, with practical attachments, to help them make better family meals!"

J. DON MASON
ADVERTISING MANAGER
THE HOBART MFG. CO.

With this ad in the April Family Circle, Regina shows Family Circle's homemakers how to make easier work of their Spring—and daily—housecleaning in their family-owned homes.



Take the hard work out of scrubbing, waxing, polishing with...
REGINA
POLISHER and SCRUBBER

If you've ever wanted the soft, gleaming shine of your carpet, your linoleum and your good furniture...the Regina Polisher and Scrubber was designed for you! In versatility, so easy to use, it's like having a handy slave to do your scrubbing, waxing, polishing...all around the house!

\$64.50

Includes: 1 Polishing brush, 1 Scrubbing brush, 1 Waxing brush, 1 Polishing cloth, 1 Scrubbing cloth, 1 Waxing cloth, 1 Polishing brush, 1 Scrubbing brush, 1 Waxing brush, 1 Polishing cloth, 1 Scrubbing cloth, 1 Waxing cloth.

The Regina Polisher and Scrubber is the most versatile, most efficient, most economical floor cleaning machine ever designed. It's the only one that can be used on all types of floors, from linoleum to marble, from wood to concrete. It's the only one that can be used by one person, and it's the only one that can be used in any room, from the kitchen to the living room, from the bedroom to the bathroom. It's the only one that can be used on all types of floors, from linoleum to marble, from wood to concrete. It's the only one that can be used by one person, and it's the only one that can be used in any room, from the kitchen to the living room, from the bedroom to the bathroom.

And the Regina Polisher and Scrubber is the most versatile, most efficient, most economical floor cleaning machine ever designed. It's the only one that can be used on all types of floors, from linoleum to marble, from wood to concrete. It's the only one that can be used by one person, and it's the only one that can be used in any room, from the kitchen to the living room, from the bedroom to the bathroom.

REGINA Polisher and Scrubber. The only one that can be used on all types of floors, from linoleum to marble, from wood to concrete. It's the only one that can be used by one person, and it's the only one that can be used in any room, from the kitchen to the living room, from the bedroom to the bathroom.

as advertised in
Family Circle
magazine

as advertised in
Family Circle
magazine

On America's
Smartest Tables...

**UNIVERSAL
Coffeematic**

More and more, people who enjoy fine coffee are choosing the Universal Coffeematic. Why? Because here's the latest way to make good coffee. You simply set the Flavor Selector to the strength you prefer. Coffeematic then automatically brews to perfection, suds when ready, and keeps your brew at ideal serving temperature without increasing the strength.

Universal Coffeematic Coffeemakers come in four models—two in the cup capacity.

UNIVERSAL



Landers, Frary & Clark features this Universal Coffeematic in the April issue of Family Circle. Family Circle's housewives, with their pre-occupation for better family meals, can't help but be interested in this time and work-saving appliance they can use right on their dining and coffee tables!

**Family Circle families
are your best prospects
for appliance sales!**

65% own their own homes, concentrated in the 1½-mile radius around thousands of neighborhood appliance stores, where the majority of those stores' sales are made! Family Circle families are 100% supermarket-shoppers—the "customer traffic" 3 out of 4 appliance dealers want most!

**FREE
DISPLAY
CARDS
FOR
COUNTERS
AND
WINDOWS**

JUST FILL IN AND MAIL COUPON
Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisers from the April issue of Family Circle:

- | | |
|---|--------------|
| <input type="checkbox"/> KITCHEN AID MIXERS..... | No. of cards |
| <input type="checkbox"/> REGINA POLISHER AND SCRUBBER..... | " |
| <input type="checkbox"/> UNIVERSAL COFFEEMATIC..... | " |
| <input type="checkbox"/> BLACKSTONE HOME LAUNDRY UNITS..... | " |
| <input type="checkbox"/> WEST BEND FLAVO-MATIC..... | " |
| <input type="checkbox"/> O'KEEFE AND MERRITT RANGES..... | " |
| (AMERICAN GAS ASSOCIATION) | |

Name _____
Store _____
Address _____
City _____ Zone _____ State _____



as advertised in
Family Circle
magazine

BLACKSTONE
AUTOMATIC WASHERS, DRYERS, IRONERS

IN MOST STATES
a complete Blackstone home laundry can actually be put on your mortgage!

Take the automatic washer, dryer, and ironer—all three essential home appliances—on the Blackstone plan. The Blackstone plan is a mortgage plan. It means you can get your Blackstone home laundry on your mortgage. It means you can get your Blackstone home laundry on your mortgage. It means you can get your Blackstone home laundry on your mortgage.

Blackstone



Home laundry equipment holds special appeal for Family Circle families—with their bigger families and their home-and-family interests, these 4,000,000 brand-buyers are Number 1 prospects for new appliances. Blackstone pre-sells them with this April ad in Family Circle.

West Bend knows the interest Family Circle housewives have in food preparation—this Flavo-matic ad in the April issue is aimed straight at that interest!



WEST BEND Flavo-matic
delicious... automatic... and only \$12.95

Now!
2 to 5 cup
\$11.95

West Bend Home Appliances Co., West Bend, Wis.

as advertised in
Family Circle
magazine

**Appliance Advertiser In
Sectional Editions Of
April Family Circle**

AMERICAN GAS ASSOCIATION, featuring O'Keefe and Merritt ranges, advertises in the California, Mountain, and Northwest editions of Family Circle's April issue.

as advertised in
Family Circle
magazine

**4,000,000 family buyers, in the market
for home and family appliances,
shop the pages of Family Circle
for the brands to buy in their
neighborhood appliance store!**

Family Circle

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

Admiral

GIVES YOU

ACTION

NOW!



21" TV Table Model T2211
EBONY FINISH



21" TV Console Model C2246
MAHOGANY FINISH

...WITH SENSATIONAL NEW **21" TV**
TRAFFIC BUILDERS

BRAND NEW MODELS—BUILT IN 1954!

21" TV-Radio-Phono
Model K2226
MAHOGANY FINISH



GET ACTION NOW WITH ADMIRAL'S 3-POINT PROFIT-PROTECTION PLAN!

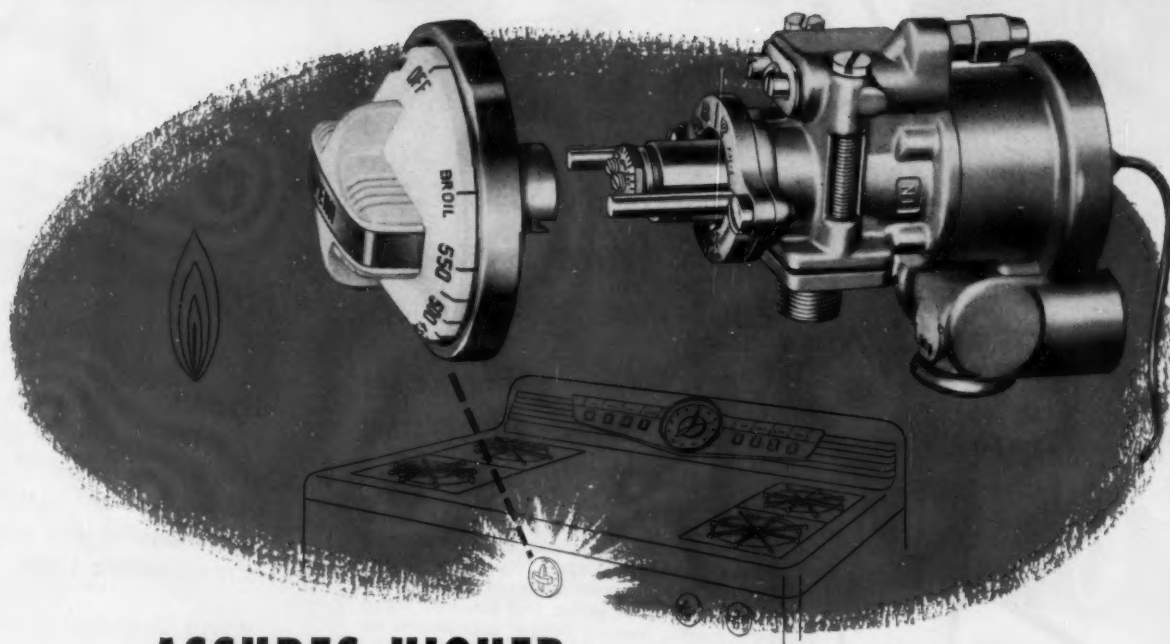
- 1 NO CUT-PRICE ADVERTISING on Admiral's '54 line!
- 2 LONGEST DEALER DISCOUNTS in history for profitable wheeling, dealing and trading on your sales floor!
- 3 EVERY MODEL BUILT IN '54—no "dumps," no "close-outs"!

*Prices slightly higher South and West.

Admiral WORLD'S LARGEST TELEVISION MANUFACTURER

Merchandising Tip for Gas Range Dealers . . .

Penn's Gas Oven Thermostat



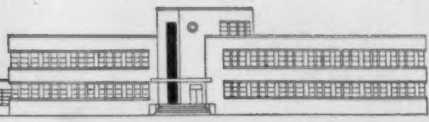
ASSURES HIGHER
"baking ability"

**TO HELP YOU
SELL MORE
GAS RANGES**

It's no secret! You know from experience that housewives *want* and *buy* gas ranges with the highest possible "baking ability." And, because this feature is so dependent upon the *oven* control . . . more and more gas range manufacturers are switching to the Penn Oven Thermostat.

This *truly different* thermostat is more sensitive and responds faster, yet it does not "hunt" for the selected level. Turn it up . . . turn it down, oven temperature is stabilized quicker and *stays true to dial setting* . . . over-run and under-run are minimized.

Does the gas range you sell have this higher "baking ability" feature? If not . . . ask your manufacturer, *he can get it for you!*
Penn Controls, Inc., Goshen, Indiana. Export Division: 13 E. 40th Street, New York 16, N.Y., U.S.A. In Canada: Penn Controls Limited, Toronto, Ontario.

PENN 
AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

OPERATION:

"Saleslift"



Patent Pending

Put wings on your Summer sales with this **Welch Squadron** of aerodynamic room coolers!



1 MASTERPIECE OF THE AIR AGE ... WELCH *Air-fan* COSMOPOLITANI

Smash hit of Chicago Housewares Show! Headed for sales leadership in 1954! The most unique window fan ever offered. And it doubles as a floor circulator. Features pleasing aerocurve styling, 3 speed control, vibration-free operation. Revolutionary circular fin design on front and rear grilles, and patented Welch aerodynamic louvers, deliver unbelievable air propulsion. Designed for quick, effortless "take offs"—when properly displayed!

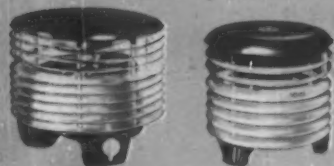


3-IN-ONE VERSATILITY

- 1 Greatest sales-making idea in years! Fan, tray and table are separate pieces. Fit a multitude of uses. Decorative wrought iron stand doubles as snack, TV or utility table; folds for easy storage. Look! Complete for only \$69.95 retail!
- 2
- 3

2 PROVEN SALES LEADERS IN THEIR FIELD ... WELCH *Air-fan* CIRCULATORS!

Fabulous performers at modest prices. Completely safe—and portable! Smartly styled—in mahogany and beige plastic, black and clear plastic!



4 BIGGEST VALUE FOR THE BUCK—ANYWHERE ...

WELCH *Air-fan* FOUR WINDS!

Swivel mounted for adjustable air flow control. Use anywhere. Safe! Protective grille front and back. Breaks the heat barrier, and how!



3 EXCLUSIVE 6-SPEED REVERSIBLE WINDOW FAN ... WELCH *Air-fan* TWINMASTER!



Delivers up to 3200 cu. ft. of cooling air—every minute! Quiet as a glider in flight. Fits both sash and steel casement windows. Portable, too! A real money-maker!

5 TRIPLE-DUTY PORTABLE ... WELCH *Air-fan* 20" REVERSIBLE!

Use as window, floor, table fan. Fits all width sash windows. Quiet, vibration free, 3 speed control, completely portable. Excellent profit-pusher, too!



Be ready this Summer! Order now! Be set to sell when it's hot as-you-know-what! For all the profit-zooming facts, see your Welch Distributor—now!

W. W. WELCH CO.

CINCINNATI 2, OHIO

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 26—

The Far West



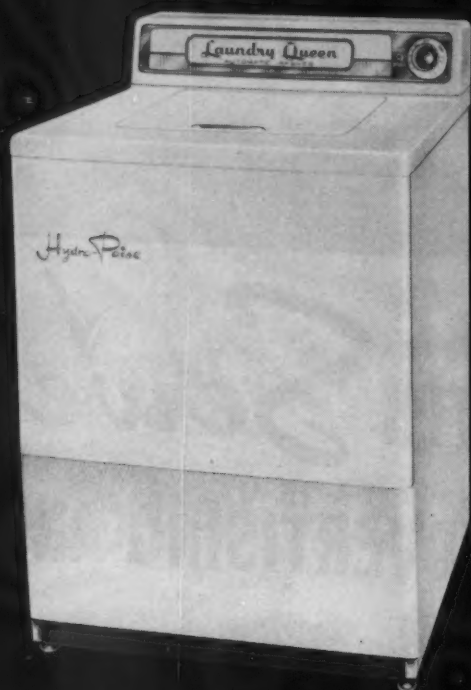
by HOWARD J. EMERSON

Fresno has a TV price war, but established dealers expect no spring slump . . . BBB warns public on color TV, refuting expectations of low prices, big screens before 1956

FITTED properly into its place in the retail economy, television in the Far West seems to be headed for a healthy spring—at least for those dealers who have a good program of white goods selling to maintain their volume and profit. The seasonal decline in TV set sales expected late in March should catch but very few dealers napping in the established TV areas. In San Francisco, Los Angeles, San Diego, Salt Lake City, Seattle and Phoenix, as well as a few of the post-freeze cities, Portland, Denver, Spokane—inventories at both dealer and distributor level are at a low point. An executive of one of the largest West Coast TV factories said that sets are moving from factory to distributor to dealer at about the same slow pace as from the dealer to consumer.

Slump in the Spring? Only in the Johnny-come-lately TV markets is there the possibility of spring and summer disaster. Much of the trouble is expected, as in past years, from the demise of transient dealers who came into the areas to ride the gravy train. As they usual they will be clobbered by the early summer slump. If they organized their temporary concerns "right" a quick bankruptcy will leave them free for a Palm Springs vacation. Otherwise the area will see the usual wave of "clearances" at prices that will force the permanent dealers to concentrate on automatic washer sales until September.

One of the normally most sound cities in the Far West—Fresno, Calif., the buying center for one of the three wealthiest counties in the nation, is tasting a bitter fruit vastly different (Continued on page 38)



The Matched Trio for Profits

Laundry Queen **AUTOMATICS**

with

Hydro- Poise®

THIS EXCLUSIVE LAUNDRY QUEEN
ENGINEERING ACHIEVEMENT
OVERCOMES THE VIBRATION
BARRIER IN HOME AUTOMATIC
WASHING MACHINES

↑ THE MASTERPIECE

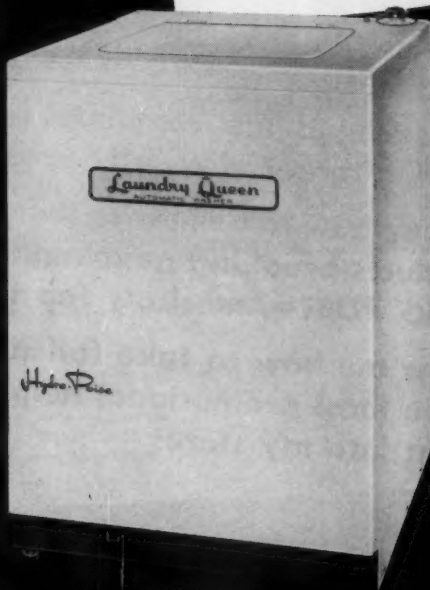
America's finest. No other can compare.
For those who want the very best. High
profits!

THE DELUXE →

More features! More profits! Full
automatic performance.

↓ THE ALL-AMERICAN

The automatic that's a terrific traffic
builder and a good profit maker.



Three Magnificent Models— A Complete Line in Three Price Ranges

Superior performance, matchless beauty, finest value—these are the
features that make the three magnificent Laundry Queen Automatics
America's Number One profit line. With exclusive Hydro-Poise—
Laundry Queen can offer you the greatest money-making oppor-
tunities of a lifetime. Get full details today!

WIRE—PHONE OR MAIL THIS COUPON **TODAY!**

Laundry Queen

AMERICA'S MOST
COMPLETE LINE



AUTOMATIC DRYER
Gas & Electric Models



MODEL 553
Thermo Seal
Tub



MODEL 253
A Super Value



MODEL 153
Outstanding
Economy Washer



AUTOMATIC IRONER
Table Top Model



MODEL 353
Single Control
Wringer

Del Rizer, Sales Manager
AUTOMATIC WASHER COMPANY
Newton, Iowa

EM-3

Send details of Exclusive Laundry Queen HYDRO-POISE® Franchise.

NAME _____

ADDRESS _____

CITY _____

STATE _____

AUTOMATIC WASHER CO. • NEWTON, IOWA
AN INDEPENDENT MANUFACTURER OF A
COMPLETE LINE OF HOME LAUNDRY EQUIPMENT

I, TOO, WANT TO CASH IN WITH **Servel** ✓

BACKED IN 1954 WITH ADVERTISING AND

Attention Servel Distributor!

- ☐ Please send me complete merchandising and sales-making material on all Servel products.
- ☐ Tell me how to tie in with the giant spreads on all Servel products breaking next month in LIFE, SATURDAY EVENING POST—America's top magazines!
- ☐ Show me how to take full advantage of Servel's complete local promotional help that will bring prospects right into my store!

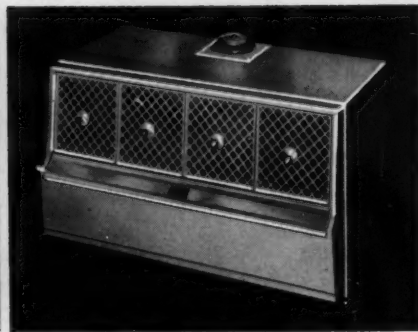
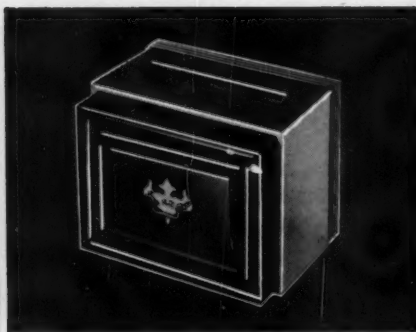
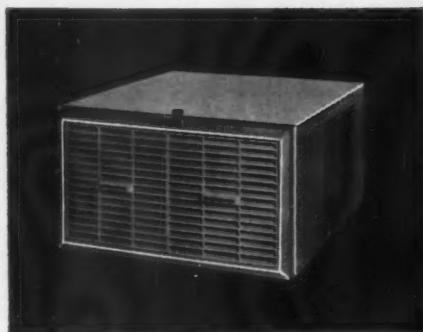


☐ **Servel** ✓ —the only refrigerator that makes ice "cubes" without using trays, and puts 'em in a basket—automatically!

Only Servel refrigerators give you these top sales-making features:

- Electric or Gas models!
- No messy ice trays!
- Separate freezer compartment!
- Automatic defrosting!
- Adjustable shelves!
- Roomy door shelves!
- Right-temp butter keeper!
- Up to 10-years warranty!
- Trip-saver door handle!
- Refrigerator, freezer, ice-maker in 1!

-THE ONLY COMPLETE REFRIGERATION LINE MERCHANDISING OF SMASHING IMPACT!

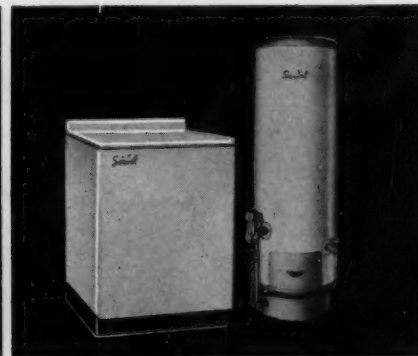
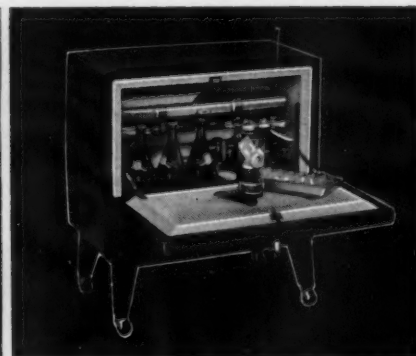
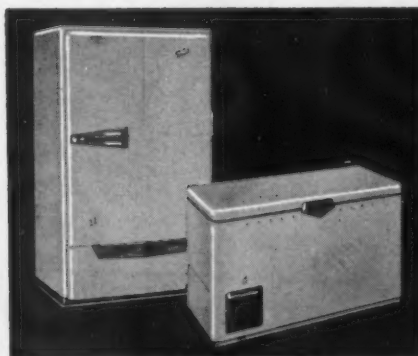


☐ Servel the QUIET room air conditioners—most beautiful ever built!

Budget priced ¼ H.P. Servel only \$299.95! With full mark-up! Cools, dehumidifies, filters and circulates air. 3-way directional grill for draft-free circulation. 1-dial control! Flush—extends only 5½ inches into room! Blond, all-metal cabinet!

• Casement Windows! ½ H.P. and ⅓ H.P. units need no window remodeling! No installation extras! Automatic drawer-pull control—no dials! Blond cabinet with mahogany drawer. Handsome brass pull!

• ¼ H.P. and 1 H.P. — Draft-free! Super-quiet! One dial control! Available in units that heat as well as cool! Special night "turn-down" for perfect sleeping—no chills! In both blond and mahogany decorator cabinets!



☐ Servel

electric freezers

Both upright and chest type—with exclusive "Cold-Seal" construction for top operating economy—no cold seepage! Plus Electric Power Cold for extra protection! 9 to 22 cubic feet capacity!

☐ Servel

electric wonderbar

Only Servel Dealers can offer this profitable, new unsaturated appliance to their customers! Makes ice cubes! Chills snacks, drinks! Holds a party-ful! Perfect for offices, dens, bedroom, living room, patios!

☐ Servel

automatic water heaters

Both Electric and Gas, backed by the biggest name on any water heater! New electric table-top model blends perfectly with kitchen cabinets—adds a handsome, practical working surface!

MAIL THIS COUPON TODAY!

to: Servel, Inc., 119 N. Morton Ave., Evansville 20, Indiana
Have the Servel distributor nearest me rush full information on Servel's 1954 products and merchandising plans!

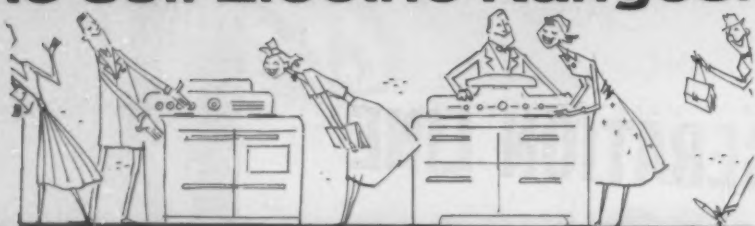
Name _____
Address _____
City _____ State _____

Servel

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING

Servel Inc. Evansville 20, Indiana • In Canada: Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Here's a sure-fire way to sell Electric Ranges!



CAN YOU MAKE THESE DEMONSTRATIONS?

• Put A Stop-Watch On
The Speed Of The Sur-
face Element



• Demonstrate From
Cold To Full Heat—Red
Hot In 26 Seconds

• Light A Match On The
Element



• Demonstrate Speed—
Match Will Ignite In 10
Seconds

• Melt Butter Instantly In
Frying Pan



• Demonstrate Short
Order Cooking—Butter
Starts To Melt In 14
Seconds

• Set The Knob At Any
And Every Position



• Demonstrate Infinite
Control—Even Heat At
Any Level, Any Setting

YOU CAN MAKE THESE DEMONSTRATIONS ... AND MAKE MORE SALES!

If The Line Of Ranges You Carry Is Equipped
With Proctor's Model 504 Electric Switch

Here's An Electric Range Feature
That's Unequalled for SPEED—for
Infinite CONTROL—And for
CUSTOMER ENTHUSIASM

Tell Your Manufacturer How Important This
Selling Feature Is To You. He'll Listen!

PROCTOR

© THE APPLIANCE NAME YOU CAN TRUST



Equipment Division
PROCTOR ELECTRIC CO.
3rd Street and Hunting Park Ave.
Philadelphia 40, Pa.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 34

from that of its famous vineyards. One of the most intensive price wars ever waged in the TV field is being carried on there. Scorning small type, dealers like Kendall use 3-inch type in full page advertisements to announce "Price War—Casualty List. . .", with 21-inch TV at \$99.99 up, with all TV at "inventory cost plus \$1.00". Rex TV counters with 1/2-page advertisements guaranteeing lowest prices in town, "too low to put in print". The TV Mart says "We put you in the driver's seat. . ." with 17-inch TV at \$139.95, 27-inch TV at \$399.95. Rex broke with a full page announcing purchase of 1,000 Majestic TV sets which it is selling at "almost 1/2 price", (21-inch table model, "regular list price \$349.95 for \$189.95). Kendall's hit the same paper with a "once in a lifetime" offer on Hoffman's, which the store suggests be purchased "before they're fair traded."

Color: "Not This Year." In the same city, the Better Business Bureau used display space for a "Warning to the Public"—"Don't be fooled about color television. . ." The copy states that "Not this year, nor next year, and quite probably not in 1956 will you be able to buy a color TV set at a reasonable cost (say under \$600) with a screen much larger than a sheet of writing paper. . . If any TV dealer tries to tell you he will soon be able to sell you a color TV with a sizeable screen he is deceiving you. . ."

Behind the BBB action there are many reasons. One may be the action of the salesmen of one of the largest national manufacturers of television sets who have sent most of the dealers in Northern California into a tizzy with their statement that their company would have 21-inch color sets on the market by June—and that their company already had stockpiled thou-

sands of 21-inch color receiving tubes in Los Angeles.

Color Sells B&W. Color television is selling black and white sets for at least one dealer out here. General Appliance Co., San Jose, has drawn several thousand people into its store to see an Admiral color receiver. While there are only intermittent color signals on the air—as KRON-TV experiments—the 12 1/2-inch picture screen is flanked by 21 inch black and white sets and a scattering of 24's and 27's. Partners Larry and Al May report that the small screen of the color set has broken down the resistance of many who were waiting for color instead of buying big screen b&w which they needed.

27-Inch Sets for \$200. At press time, Muntz branches in San Francisco and Oakland broke with full page advertisements that the industry didn't expect would help much in the beginning of the normal spring decline. A "manufacturer's production economy sale", the Muntz announcement illustrated and priced 27-inch table models at \$199.99, 24-in. at \$179.95, and its 21-in. leader at \$99.95—all plus excise tax. While this advertising might or might not move Muntz sets, it is certain to create a flood of sales floor arguments when prospects come in to look at other brands.

It is likely that the colorcast of the Rose Parade on New Year's Day could have killed the b&w market in California cities—if the normal night-before celebrations hadn't taken the interest of many people away from anything colored except pink pachyderms, and a "normal" mild weather hadn't taken most of the people into other activities including gardening. As it was, a select few hundred saw a colorful spectacle on the very few sets available. End



"HURRY, JIM . . . WE'RE JUST IN TIME FOR 'DRAGNET'."

1.

PUSH BUTTON

2.

SET TIMER

3.

SELECT HEAT



and it's

4

that...

TELLS *a woman the cooking will be done!*

SELLS *a woman the wonderful new 1954*

GIBSON

TEL-O-MATIC ELECTRIC RANGE



Illustrated is Model H... Model G same
but with one oven and warmer drawer.

The glamor range



of the industry!

Exclusive with Gibson! The amazing Tel-O-Matic Control takes the mystery out of automatic cooking. Because Tel-O-Matic tells the woman when the range is set properly for automatic cooking. No more worry about whether the range will go on when she's away. When the Tel-O-Matic light glows, she *knows* everything's ready to go!

It's the brightest sales point in electric range history—it's a Gibson exclusive!

These other Gibson selling features, too: Gib-Sun-Air Ozone Lamps to remove cooking odors...NuMagic Ups-A-Daisy deep well cooker, trivet, French fry basket...5-Way Automatic Cooking with 7-speed push-button cooking controls...Even Heat units...2 Do-All Ovens with ConSealed Oven Unit, automatic pre-heat...new sizzling platter...oven insulated on all 6 sides...glass window on large oven...beautiful exterior of acid-chip-resistant porcelain.

It's the leading range in the leadership line for '54!

PLUS



Biggest 30" Buy

THESE OTHER LEADERS IN THE EXCITING, PROFITABLE 1954 LINE OF GIBSON ELECTRIC RANGES



Brand new Gibson Model L 30" electric range • huge super-heat oven • high speed broiler • automatic cooking • easy-to-clean interior • 4 high-speed 7-speed surface units • porcelain acid-chip-resistant exterior • 6-side oven insulation • 2 concealed oven vents.

Model C—Gibson: giant Do-All Oven • 4 7-speed Even Heat surface units • high speed smokeless broiler • automatic pre-heat • storage drawer • porcelain acid-chip-resistant exterior • 6-side oven insulation.

Model D—Gibson: giant Do-All Oven • 4 7-speed Even Heat surface units • super-speed smokeless broiler • automatic pre-heat • automatic cooking • porcelain acid-chip-resistant exterior • 6-side oven insulation • 3 storage drawers • wide cooking-surface light.

Model E—Gibson: 7-speed Push Button Cooking • 4 Even Heat surface units • big Do-All oven • Automatic Cooking • Super-speed smokeless broiler • porcelain acid-chip-resistant exterior • 6-side oven insulation • fluorescent lamp • oven light • storage drawers.

Model F—Gibson: 7-speed Push Button Cooking • Ups-A-Daisy Deep Well Cooker with trivet and French fry basket • big Do-All Oven • 4 7-speed Even Heat surface units • automatic cooking • high-speed broiler • new sizzling platter • fluorescent lamp • porcelain acid-chip-resistant exterior • oven light • 3 storage drawers • 6-side oven insulation.

Also for 1954: 2 space-making 20" electric ranges, Models A-3 and A-4.

See Your

Gibson

Distributor Right Away

Make More with this Leading Line for '54!

The BLUE LIGHT does it!

Attracts your customer's eye...



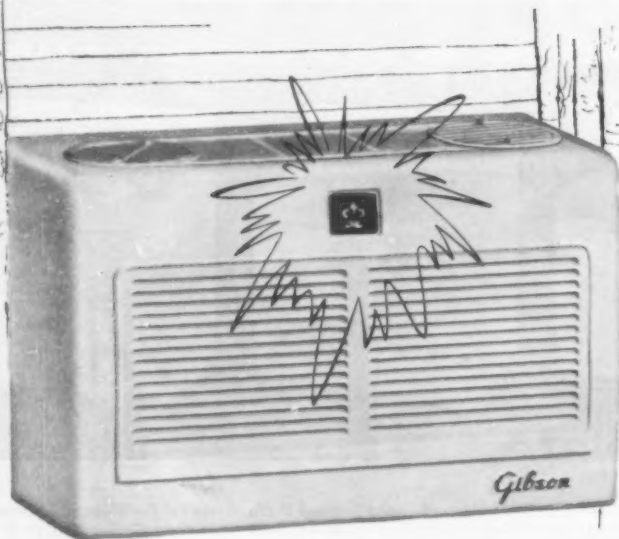
to room air conditioning's smartest buy...

the new

GIBSON

room air conditioner

with exclusive new GIB-SUN-AIR ozone purifying lamp

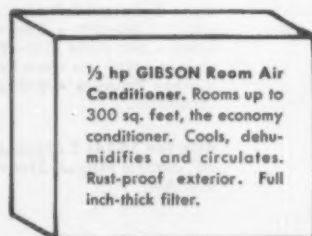


Plus these exclusives...

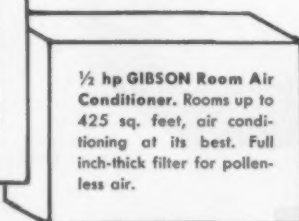
- Exclusive inch-thick filter removes dust and pollen better
- *Heats and Cools and Freshens* the air
- Safe, high-speed Super-Heater for cool days
- Draft-free circulation at last!
- Whisper-Quiet operation, rust-proof exterior
- Simple, hidden controls

Never before so many exclusives in one AIR CONDITIONER...sparked by the Blue Light that tells and sells!

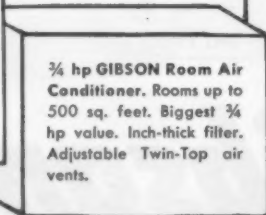
Sell the RIGHT size with a size for every room...



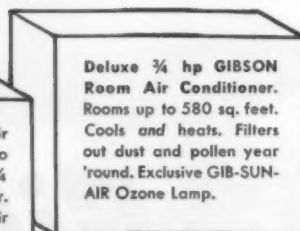
1/3 hp GIBSON Room Air Conditioner. Rooms up to 300 sq. feet, the economy conditioner. Cools, dehumidifies and circulates. Rust-proof exterior. Full inch-thick filter.



1/2 hp GIBSON Room Air Conditioner. Rooms up to 425 sq. feet, air conditioning at its best. Full inch-thick filter for pollen-less air.



3/4 hp GIBSON Room Air Conditioner. Rooms up to 500 sq. feet. Biggest 3/4 hp value. Inch-thick filter. Adjustable Twin-Top air vents.



Deluxe 3/4 hp GIBSON Room Air Conditioner. Rooms up to 580 sq. feet. Cools and heats. Filters out dust and pollen year 'round. Exclusive GIB-SUN-AIR Ozone Lamp.

Take full advantage of the biggest air conditioning year in history... with GIBSON! See your Gibson distributor now!

Gibson

REFRIGERATOR COMPANY Greenville, Michigan Makers of refrigerators



electric ranges



air conditioners



food freezers



Telechron Values '54

ELECTRIC CLOCK

bring you more in '54

A new low-price wall clock

new SWIRL

only **\$3.98**
plus tax



CHERRY RED • NAUTICAL BLUE
JONQUIL YELLOW • CHARCOAL GREY

Special twin-value offer



SWIRL and DORM

merchandising kit contains this colorful display!

Kit includes: display (that holds all colors of Swirl and both Dorms), streamer, ad reprint, display suggestions

FREE when you buy—
24 Swirl (6 each of 4 colors)
12 Dorm (6 plain and 6 luminous)

Ten million Television Viewers

as Dave Garroway Tells Viewers about Telechron electric clock Top Values
on TV's Terrific Vehicle "TODAY!" Tuesday, Wednesday and Thursday mornings
beginning March 2 on 48 NBC-TV stations plus local TV announcements
in Seattle, San Francisco, Los Angeles, Salt Lake City, Denver!

6-clock display card



Dorm 6-alarm pack

all ready to set up and sell!

Total retail value	\$26.88
Your cost complete with display . . .	17.99
Your profit	\$8.89

Television



Other Telechron clock ad Vantages: Top Visibility in Top Vehicles: Life, Saturday Evening Post, full pages, 4 colors! Also FREE tie-in ad mats with copy!

A Big New Market for YOUR **SKIL** PORTABLE



In 1954 SKIL runs the most powerful advertising campaign ever offered in the power tool field!



Appliance Dealers...

TOOL CENTER FOR MEN!

Now SKIL invites appliance dealers everywhere to cash in on the "Do-it-Yourself" movement that's sweeping the nation!



"You'll sell power tools next"

—says Electrical Merchandising, August, 1953

"An industry with a \$200-million volume and a \$500-million potential is looking for the appliance dealer's aggressive, big-ticket merchandising. Power tools are being turned out as appliance-styled, package merchandise, ready to move right in next to the washer. And that, says the industry, is where they're headed. Do-it-yourself is ready to hit the appliance dealer."

NOW! Compare the power tool business with others you know so well...

1952 SALES

Air Conditioning Units \$122-Million	Toasters \$63-Million
Radios \$229-Million	Deep Fat Fryers \$37-Million
Automatic Irons \$95-Million	Power Tools \$200-Million

And the Market is growing, Growing, **GROWING** Every Year!

On SKIL Home Shop Tools and Accessories The Appliance Dealer Gets a Full 30% Discount—And No "Trade-ins"!

- Average SKIL Home Shop Sale...\$47.50
- Average Dealer Profit Per Sale...\$14.25

In appliance selling trade-ins and discounts to consumers eat away the dealer's margin. This is *not* the case with portable power tool selling. There are *no* trade-ins, there are no discounts to consumers.

The Appliance Dealer Who Sells SKIL Home Shop Tools Has No Service Problem. Unlike many appliances where installation and service are big factors, SKIL Home Shop Tools leave the dealer free of service problems. In the few cases

where service *is* required, there is a near-by SKIL Factory Branch, where factory-trained personnel handle service promptly and expertly.

There is No Such Thing as "Obsolescence" in Power Tool Selling! Basic tools—Drills, Saws, Sanders—do not change. There are no worries about two and three model changes a year—none of the mark-down problems offered by television, for example.

See How SKIL Helps Appliance Dealers Sell 100% of Their Store Traffic. Women—not men—buy major appliances. Women—not men—pay attention to the selling done on the appliance dealer's floor.

The lady-of-the-house wants to know features and facts. All her husband—50% of your store traffic—wants to know is "How much does it cost?" Now—at last—SKIL gives *you* a way to capture his interest and turn it into added sales, added profits.

Time Payment is a Natural for SKIL Home Shop Tools. No one knows the success of time payment sales as well as the appliance dealer. And the time payment sale of a major appliance to a husband and wife is a *wonderful* chance to sell power tools.

The husband—a prospect for a SKIL Saw or Drill can be sold by addition easily when the dealer points out that for just a few pennies more with each payment on his wife's new washer, Mr. Home-owner can *have* that SKIL Tool he's longing to own.

How You Can "Open the Door" For Less than the Price of a TV Combination or a Large Refrigerator. SKIL recommends the appliance dealer set up the dramatic, full-line illuminated merchandiser in beautiful knotty pine. It is ideal for wall position, takes minimum space, offers maximum display. Sales-tested in *hundreds* of stores, here is truly an "automatic salesman" for the most *complete* and soundly merchandised line of portable power tools on earth!

SKIL GIVES APPLIANCE DEALERS THESE TESTED SALES AIDS **FREE**

WINDOW BANNERS
FOLDERS
AD MATS
RADIO SCRIPTS

For Complete Information on the SKIL Home Shop Line and the SKIL Offer to Appliance Dealers, See Your Distributor or Send Coupon



SKIL Corporation, Dept. EM-34
5033 Elston Avenue, Chicago 30, Illinois

Please send me complete details on SKIL Home Shop Tools and the SKIL plan for appliance dealers.

Name _____
Street _____
City _____ State _____

HURRICANE'S BIG 4

A GREAT
ROTARY POWER MOWERS
FOR CHOOSY CUSTOMERS!



1

HURRICANE SENIOR—20" rotary model designed for large lawns. 2 h.p. 4-cycle gas-line engine. Automatic governor control for constant blade speed. Indestructible cast aluminum chassis. Adjustable cutting height. 4 equal-sized wheels for contour mowing. Safety guard and grass thrower which prevents clumping and windrowing. Full-floating friction drive.

2

HURRICANE JUNIOR—Scaled down, lighter weight copy of the Senior model. 18" cutting swath. Hard-tempered, fan-tip, suction-lift blade. Highly maneuverable. Edges, trims, mows. 2 h.p. engine.

3

HURRICANE GLIDER—The economy model. Combines high Hurricane quality with down-to-earth price. 18" cutting swath. 2 h.p. engine. Pressed steel chassis embossed for super-strength. Cutting height adjustable—1/2" to 3 1/2".

4

HURRICANE TRAVELER—Brand-new self-propelled machine. 22" cutting swath. 3 h.p. Clinton engine. Patented Hurc-O-Matic® automatic transmission. No confusing controls—one lever operates speed and motion. Mows 1/2 acre of grass or weeds per hour. Maximum speed 5 m.p.h. Climbs steep slopes—turns 90° angles with sulky attached. Dual tractor-tread drive wheels. Lists for less than \$300 (plus excise tax) with sulky, which is optional equipment.



Carry the complete Hurricane line and you can sell every power mower prospect who enters your door! Millionaire or ordinary home owner—big estate or small city lawn—there's a Hurricane model especially designed for every class of customer!

National advertising schedules for Hurricane Rotary Power Mowers will appear in such widely read magazines as Better Homes and Gardens, House Beautiful, House and Garden, American Home, Flower Grower and Popular Gardening! Attractive, forceful point-of-sale material will be available for tie-in merchandising.

Anticipating the greatest Hurricane season in history, production has been increased to top even last year's record-setting orders.

Let Hurricane's Big 4 build your power mower department into one of the biggest money-makers in your business. Get the full facts on America's quality line by mailing the coupon below!

Parts no problem — Good profit item

Hurricane parts and service mean added income and low inventory because genuine Hurricane parts for all machines, always in stock, are shipped the same day orders are received and all new parts and modifications fit the oldest Hurricanes ever built.

Hurricane

ROTARY POWER MOWERS

— the mower line
more customers put their money on!

Clip it — Mail it — Profit!

HURRICANES ARE
MANUFACTURED BY
**NATIONAL
METAL
PRODUCTS
COMPANY, INC.**
Dept. E-42
2722 Cherry Street
Kansas City 8, Missouri

NATIONAL METAL PRODUCTS CO., INC.
Dept. E-42
2722 Cherry Street
Kansas City 8, Mo.

Name.....

Address.....

City..... State.....

The LOUDSPEAKER

More about "Swan Song"

To the Editor:

I would like to answer Mr. C. M. Davidson's Swan Song.

National advertising will pre-sell some people to the point where the final inducement to buy will be the amount of discount offered. Fortunately for we retailers however, most people do not completely succumb to national advertising and can be sold on quality and performance as well as price. My company sells \$500,000 worth of TV and appliances per year. Prices have been maintained at list despite the fact that we are surrounded by discount houses. We could increase our gross sales by discounting, but not enough to realize any greater net profit. We are not interested in working for nothing. Unless we can realize a fair profit we won't make a sale. A short time ago we agreed to display and promote a high priced line in return for limited franchise protection. After three months of intensive promotion we created a substantial desire for this merchandise in our area.

From the "never-heard-of-it-set" it became the first one asked for by customers in the stores in our vicinity. Our sales of this set became very satisfactory. Just as we began to feel that we had accomplished something our distributor was pressured into breaking his agreement with us.

We countered immediately by throwing the line out. It is now again the "never-heard-of-it-set" in our area. We will not invest in a display of high priced merchandise that requires intensive promotion to sell if we find that our display serves only as a catalogue for our discount competition. The discount house is a leech. It lives on the life blood of others. It does not display—it does not service—it does not promote or create the desire to buy. It can only succeed when the manufacturer, the distributor, or its competition will perform these functions for it. We are an insignificant part of a giant industry, but in our own little area we can create or destroy demand for a given product. We saturate our trading area with promotional activities that create the desire to buy a certain product. No national advertiser can do this job as continually and as thoroughly as we can. No discount house has enough money left over from his realized mark up to invest in promotional activities. We are a factor that increases in importance as a manufacturer's sales slump.

Mr. Davidson's notion that retail service is properly a wholesaler's function destroys the most powerful selling tool a small retailer can possess. Our reputation as a reliable service company accounts for one out of every four (4) sales during the peak selling

months. In the summer months our service department accounts for half of our sales. It has been necessary and profitable to operate our service department twelve hours a day. No centralized wholesale operation could compete with our service rates and our service hours in our own back yard. Most important of all, \$200,000 worth of merchandise would not have been replaced last year if our distributors had been servicing our customers for us.

I am late answering this article of Davidson's because I at first paid little attention to it. The more I thought about it, the more I realized that his opinions are shared by a good many responsible members of the trade, and that these opinions are harmful to the trade and to the public.

Competition is good for us and so is food. We must properly balance quality, service and price to enjoy good business just as we must balance our diet to enjoy good health.

Allan D. Russell
Russell Brothers Inc.
275 Mystic Ave.
Medford 55, Mass.

The Goose That Laid the Golden Eggs

(a modern version)

To the Editor:

I wish to submit this modernized version of an old fairy tale to go along with the article, "One Dealer's Swan Song" as published in your magazine of December, 1953.

About thirty five years ago some geese decided to lay the golden eggs of radio and phonograph entertainment, of better living and less drudgery thru electrical and gas ranges. Of course, there were some manufacturers and jobbers to supply these geese with the proper ingredients so that the eggs would be satisfactory and reliable. The eggs were 23 carat gold, solid, and contained quality of construction plus service and honest dealing.

As is natural more manufacturers and jobbers came in to the field as did more geese. As is natural, also, many of the newcomers and some of the old timers disappeared from time to time because their eggs were of poor quality or lacked some one or more of the necessary ingredients to satisfy Mr. and Mrs. Public. Mr. and Mrs. Public will go for lower prices often, but they soon realize that "you usually receive what you pay for".

Soon some of the suppliers became greedy and selfish. They produced more feed than could be consumed in the "Appliance Farmyard"; or they (Continued on page 50)



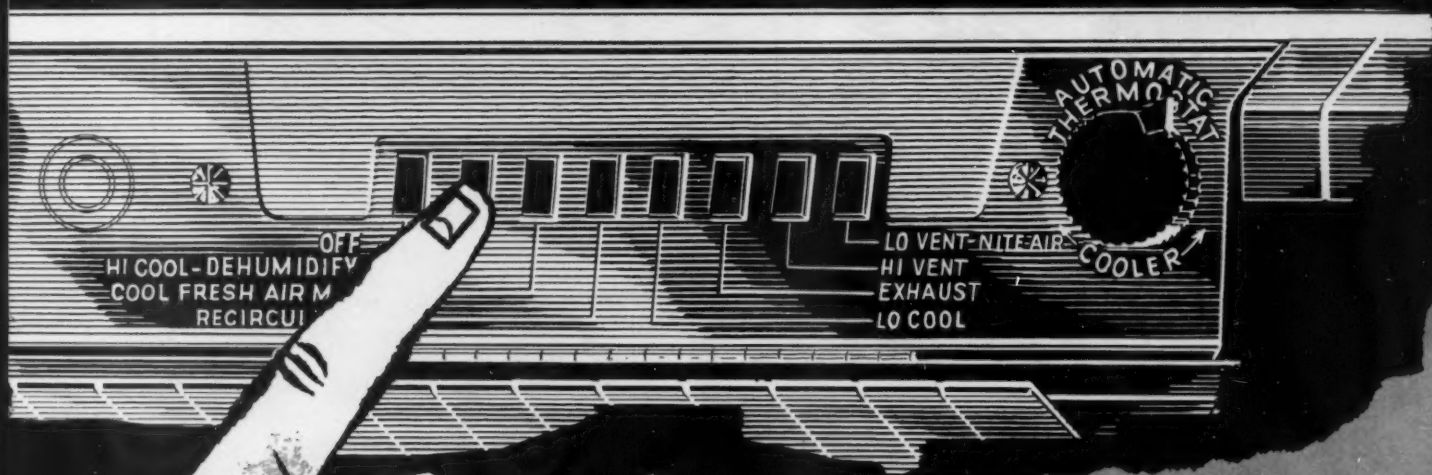
you owe it to yourself
to find out about

**Fresh'nd-Aire's®
new**

**completely automatic
electromagnetic
push-button
all-weather air conditioner**

It's FABULOUS! Just select the weather you want—push a button and you get instant, automatic control of both room temperature and air circulation. Exclusive Fresh'nd-Aire Electromagnetic All-Weather Control cools, dehumidifies, circulates, ventilates, filters, exhausts and heats*. You enjoy perfect weather every day of the year.

Automatic Thermostat included on all models—NO EXTRA CHARGE.



New patented Fresh'nd-Aire universal FLEXO-MOUNT window bracket eliminates installation problems—overcomes complicated code restrictions. Mounts unit so flush it hides behind draperies—or allows entire unit to slide forward to any desired depth in room. Elegantly styled in colors of neutral pastel and lustrous gold to complement the decor of America's most luxurious rooms in either home or office.

another
quality product of

CORY
corporation

**JUST PUSH THE BUTTON
FOR PERFECT WEATHER**

*Heater included on all models—NO EXTRA CHARGE

Models for every use

Model A412
½ Ton
for areas up to
300 sq. ft.

Model A434
¾ Ton
for areas up to
450 sq. ft.

Model A410
1 Ton
for areas up to
600 sq. ft.

Fresh'nd-Aire Company (Div. of Cory Corp.)
World's Leading Manufacturers of Air Treatment Appliances
221 N. La Salle St., Chicago 1, Ill. In Canada, Toronto 10, Ontario
COUNT ME IN!—I'm going to sell air conditioners in 1954 and want full details about Fresh'nd-Aire.

54-48

Company Name _____

Address _____

City _____ Zone _____ State _____

I am a () distributor () dealer

Presenting the new UNIVERSAL

Universal presents a great new Mixablend to expand your electric housewares line and produce new profits. Designed inside and out to include all the features that give more versatility, better performance and greater saleability. It's a fitting addition to America's Preferred Line of Electric Housewares.

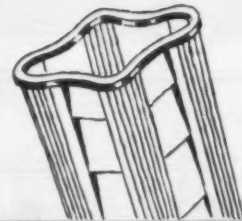
New STYLING!
New FEATURES!
New VALUE!



New TWO-PIECE TOP has its own funnel opening for convenient adding of ingredients while in operation.



New SERRATED BLADES of cutlery steel stay sharp longer and are set at angle for faster, easier cutting.



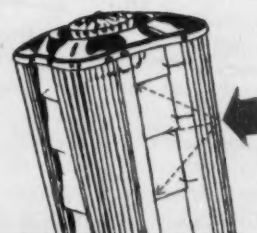
New PYREX CONTAINER is especially shaped to give "whirlpool" action and more thorough blending.



and to help you sell . . . Carlton Fredericks' book on diet and nutrition

Written by one of the top authorities on health and nutrition, this big interesting book will be packed with each Mixablend. It is full of helpful suggestions on diet and health . . . hundreds of menu suggestions and recipes for all types of food preparation. It's another extra Mixablend value.

MIXABLEND



New TWO-SPEED MOTOR
with High, Low and Off posi-
tions gives ample range for
every blending operation.

New MARKINGS
show ounce levels at 4, 8, 16,
24 and 32 ounces for accu-
rate recipe measurement.

MODEL 6405 \$39⁹⁵

Manufacturer's suggested
retail or Fair Trade price.

CALL YOUR DISTRIBUTOR

Ask about getting a Mixablend for yourself on Universal's
special "get acquainted" offer!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

88 separate precision tests make WILCOLATOR your most accurate oven control



TEST NO. 43—AMPLITUDE.

Here electric thermostats are attached successively to several different makes of ranges, and tested at various dial readings. The oven is allowed to run for several hours, as the pen registers on the chart the thermostat's sensitivity, or amplitude. William F. Harris, in charge of Control Operations, reads the chart, which shows the temperature at which the thermostat shuts off and then turns on the current—an exactness which will pay dividends in your customers' satisfaction as they use their Wilcolator-controlled ovens.

Whenever you sell a range, you are promising your customer accurate performance. We want you to know how careful we are to support you in delivering that accurate performance.

Years ago, Wilcolator engineers first developed the liquid-expansion type oven thermostat now universally used. Ever since, we have jealously guarded the reputation of our instruments by the most thorough succession of precision tests to be found in the industry—tests far exceeding the most severe service they will ever get in your customer's kitchen.

You'll have mighty few calls for service on Wilcolator-controlled ranges. We make sure of that before the thermostats leave the factory.



1001 NEWARK AVENUE, ELIZABETH, NEW JERSEY

15,000,000 units ago Wilcolator first helped the cook out of the kitchen

The Loudspeaker

CONTINUED FROM PAGE 46

produced poor feed which the good geese would not use. These greedy and selfish suppliers turned to other "Farmyards". They sold the idea to other types of animals: the "Department Store Whales", the Jewelry Peacock, the "Furniture Horse", the "Contractor Mule", the "Plumbing Cow", and even the little Bakery and Millinery animals. All these animals produced eggs: but, not the eggs that the Appliance Goose was producing, because it was a side line with them and they did not have the interest in building up an industry. These animals could sell their eggs for less, in fact they often gave the eggs away, to sell their own products. So the hungry and greedy suppliers took away a large slice of the livelihood of the goose.

During all this time there were scavengers and skunks in the "Appliance Farmyard". These low grade animals were called "Discount Houses", "Mail Order Houses", "Jobbers and Factories who sold at wholesale to the retail consumers". They also sold for less because they left out of their eggs a very substantial constituent of the good eggs; namely, overhead. They had no overhead, no sales force, no constructive promotion or advertising, no real rent, no investment in merchandise, plus all the other expenses that are part of a legitimate business enterprise. "Cash and Carry and Caveat Emptor" was their motto. The suppliers cut away a very, very large slice this way, so much so that it is now about 60% of the total business. Some times the scavengers and the skunks left their bad odors on the books of the suppliers, but that did not bother the suppliers too much. They found new low grade animals or convinced a few of the good geese to become low grade.

Some suppliers, and they are some of the biggest, came up with another unscrupulous plan to sell to their own employees at a price at or below the cost to the goose. When it is realized

that some of these suppliers number their employees in the thousands, and then add neighbors, friends, and relatives, then that unfair tactic alone accounts for a slice amounting to millions of dollars out of the poor goose's livelihood.

A few far-sighted suppliers saw into the future and felt that something ought to be done. They created "Fair Trade" and have been fighting the scavenger and skunk with very minute success. David had a very much easier task with Goliath. The scavengers and skunks, knowing that the good silly goose would honor Fair Trade, took advantage even of this plan to increase their business.

The goose, among Nature's animals, is considered silly. He did the best he could to counteract the depletions in his livelihood. He complained; he aped the tactics of the other animals; and he put more and more money into remodelling his store, increasing his inventory, increasing his promotions, hoping that Mr. and Mrs. Public would come to him for the real golden solid eggs. He has succeeded in making a good living. But, he is beginning to realize how difficult it is to deliver good, solid gold eggs with all the ingredients of legitimate business, and he is quitting.

His share of the business has become smaller and smaller; the nefarious schemes of the other animals have driven all the honest value and pleasure out of the business of delivering honest values to his customers. He would like to see what will happen when the situation is finally left in the hands of the parasites, the scavengers, the skunks, and the rest of the motley crew now producing our eggs. Perhaps, time alone will prove to the suppliers that they have killed the goose that laid the golden eggs.

Your very truly,
Ernest H. Robinson
Robinson-Dewey
28 Union Avenue
Framingham, Mass.



"REMEMBER DEAR? . . . LAST SATURDAY YOU FIXED THE POWER MOWER AND THE VACUUM CLEANER"

SMASHING TRADE-IN ALLOWANCES

with full normal profit for you!

HERE ARE 4 EXAMPLES—THERE ARE MANY OTHERS



That's right! This superb Arvin 21-inch mahogany console with all the famous Arvin Years-Ahead features including the Arvin Dual Power Jet Chassis. A whale of a value at \$299.95—and look at that \$40 allowance! What's more, there's a \$50 allowance on Model 8215 CM-UHF!



This magnificent Arvin 21-inch mahogany console with aluminized cylindrical tube and Super Custom Chassis is a top buy at \$369.95! With \$80.00 allowed for an old set, its sensational! And there's an extra \$10 allowance if your customer wants the All-Channel model!



What? A hundred bucks allowance on this terrific Arvin 24-inch mahogany console? Yes, sirree! With aluminized spherical picture tube and Super Custom Chassis! It's a standout value at \$449.95—and a sensational allowance! On the All-Channel model, \$110.00 trade-in allowance!

LEAVE US FACE IT!

Others talk about it... but

Arvin

does something about it!

Here's the inducement your customers need to buy television sets right now! Everybody wants bigger screens, better pictures, better sound! And Arvin helps you get that business by sweeping, substantial trade-in allowances built right into the existing

price structure of almost the whole Arvin line, without nicking a single nickel from your normal profits! Look at these typical examples—then take immediate advantage of this tremendous Arvin help, offered right when you need it most!

Get full details from your ARVIN DISTRIBUTOR

Radio & Television Division
Arvin INDUSTRIES, Inc., Columbus, Ind.



There isn't a more beautiful full-door console on the market than this exquisite Arvin French Provincial 21-inch masterpiece in fine cherry! With Super Custom Chassis and all-channel tuning, it is a solid value at \$529.95! And now you can allow a \$150 trade-in on it!

FEDDERS FIRST

IT'S THE NEWEST !

FEDDERS "REVERSE CYCLE" HEAT PUMP !

Amazing Built-In Weather Brain "thinks" hot or cold AUTOMATICALLY—reverses "Cool" Cycle to pump HEAT whenever room temperature drops below desired level.



TO COOL *and* HEAT *automatically!*

NOW for the first time in the history of Room Air Conditioning, Fedders offers a reverse cycle heat pump that gives you just as many BTU's of heat,* as it does BTU's of cooling and does it all *automatically!*

Exclusive in the 1954 Fedders $\frac{3}{4}$ ton and 1 ton deluxe window models, this amazing Fedders "Weather Brain" switches a four-way valve from "heat" to "cool" and from "cool" to "heat" automatically. Once the comfort range is set there are no buttons to push. No levers to pull! The customer merely sets an automatic thermostat to select whatever temperature he desires . . . then forgets it!

FULL RATED UNITS DELIVER FULL CAPACITY OF HEATING OR COOLING!

Traditionally Fedders delivers full measure of cooling capacity. In fact many hotel men and other multiple unit purchasers have found that by actual test the Fedders $\frac{1}{2}$ ton out-performs certain competitive $\frac{3}{4}$ ton units . . . the Fedders $\frac{3}{4}$ gives more cooling than certain competitive 1 ton units!

BUILT-IN "PUSH BUTTON WEATHER BUREAU" IS FEDDERS EXCLUSIVE TOO!

Again in 1954, *all* Fedders Room Air Conditioners feature the industry's most talked-about sales clincher . . . the Fedders Weather Bureau. With Fedders push-button magic, you have the weather you want at your fingertips. Just push a button for high or low cooling . . . another to exhaust stale air . . . another to ventilate only. Built-in lamp automatically lights the Weather Bureau when you lift the top.

With the new year-round Fedders Weather Brain feature . . . and with shortages again forecast throughout the industry, the season has already started with a bang. So don't wait. See your Fedders Distributor for full details *now* or write Bob Cassatt, Sales Manager, Fedders-Quigan Corp., Dept. EM-3, Buffalo 7, New York.

*Under certain temperature conditions.

FEDDERS

**WORLD'S LARGEST MANUFACTURER
OF ROOM AIR CONDITIONERS**





no other
refrigerator
offers such a
powerful
selling
advantage!



Imperial H74J illustrated;
capacity, 7.4 cu. ft.

Quicfrēz®

awarded the 1954 Fashion Academy
Gold Medal for design and styling

The Fashion Award—an exclusive Quicfrēz feature you can convert into profits! And there's much more than beauty! Look at these great new Quicfrēz features: giant freezer chest, shelves in the door, new butter keeper, full-width Quic-Chill tray and crisper, gorgeous color styling. Look at the Quicfrēz line: short and active, full mark-ups—and only those models and sizes most popular with your customers. Record-breaking promotion supports your selling effort. Take advantage of one of the year's great profit opportunities; push Quicfrēz!

Write for complete information on Quicfrēz Fashion Award refrigerators, 7.4 to 9.6 cu. ft., and six Quicfrēz More-for-Your-Dollar freezers, 4.2 to 20 cu. ft.

Quicfrēz, Inc.

manufacturers of fine refrigeration equipment for almost 50 years
Fond du Lac, Wisconsin

ECONOMIC CURRENTS

Can Consumers Be Talked Out of Buying?

By the McGraw-Hill Dept. of Economics

CAN a community which has all of the basic economic elements needed to sustain a high level of prosperity be scared into a serious recession or depression? There have been no historical instances where fear has brought a strong economic structure tumbling down. But the historical record will certainly be put to the test this year. The prospect is that our economic situation is going to get a working over by prophets of doom who will hit a new high for gloomy predictions.

The chief motive behind these forecasts will be political—a desire to prove that the present Administration has failed in its economic task, in order to defeat the Administration's party at the polls next fall. And this motive should be kept very much in mind whenever new and more dire economic prognostications appear in the newspapers in the next few months.

ALTHOUGH BUSINESS IS GOOD . . .

Right now, business in the economy is very good—despite the pessimists. And that's still the prospect for the months ahead. But unlike most other postwar years, successive new highs are not in the cards. Instead, there's likely to be some continuation of the decline already in progress. This decline is expected to lead to some reduction in sales of consumers' goods such as cars and appliances.

The rise in unemployment reflects the decline in business that has occurred so far. Unemployment was estimated at 2,360,000 in January, the highest figure for any month since February, 1951, when the number of jobless stood at 2.4 million. Despite this rise, however, unemployment is still low by historical peacetime standards. It's far below the postwar peak reached in the winter of 1949-50,

when 4.7 million workers were out of work. And very few observers expect unemployment to get anywhere near the postwar peak this year. It seems likely that it will level off soon at between 2.5 million and 3 million—which would still be relatively low.

. . . UNEMPLOYMENT WILL HURT

Actually, a somewhat larger number of people are out of work than the unemployment figures show. In addition to the rise in unemployment, there has been a decline in the number of people in the labor force. Total employment was estimated at 59,800,000 in January, a decline of about 700,000 from the same period last year. The reason for the decrease is that, as competition for jobs has become keener, many housewives and others holding temporary jobs in stores and elsewhere have dropped out of the labor force.

Naturally, the drop in employment is going to affect sales. And it's especially likely to affect sales of durable goods, because these are items which can be postponed. The effects will vary by areas, but some areas will feel the increase in rising unemployment more than others. For instance, Detroit has already felt the effects of rising unemployment due to layoffs in the auto and truck industry. Another industry likely to be operating at a lower level is the steel industry, which is concentrated in Pittsburgh. There will probably also be a slight leveling off in machinery, centered in Cleveland. On the other hand, some areas will do much better than the national average.

Along with the rise in unemployment has been a decline in overtime pay which undoubtedly accounted for many purchases of appliances in re-

(Continued on page 58)



the ONE big difference
that can make
ALL the difference
in your automatic
washer sales . . .

IT'S the famous Easy Spiralator that over 2,000,000 women (and veteran dealers alike) agree gives the most *thorough* yet the *gentlest* washing action of them all!

And, with the Easy Spiralator Automatic it's a cinch to *prove* to your customers that Easy washes clothes cleaner with less wear. You can *show* them how the Spiralator's curved vanes travel the clothes in a one-way spiral path—giving equal and thorough washing action to every garment in the tub.

With promotional models competing against each other everywhere, you need more than *ever* the quick-proof demonstration-dramatics of the top-profit Easy Automatic.

Remember too, with the Easy line, you've got a washer to fit every customer's need. And they're all backed by Easy's 77 years of experience in building better home laundry equipment *exclusively*!

Get the complete Easy selling story from your Easy representative today! Easy Washing Machine Corporation, Syracuse 1, New York.



HERE'S HOW EASY HELPS YOU SELL

New Color Movie—An outstanding training film in full color—featuring Norman Brokenshire.

"Salesmaker" Turnover Chart—A great "floor selling piece".

Washer Demonstration Kit includes towels and colorful sash for new "demo showmanship".

New Slide Films—Stresses "specialty" selling and tells you how!

Demonstration Picture Books—A pocket edition of Easy's Sound Film. Ideal for quick sales points!

Sales Refresher Cards—Gives vital sales points—at a glance!

Plus timely, traffic-pulling Promotions

Get the current program from your Easy representative now.

Only

EASY

gives you all 3—



all with *Spiralator*® washing action!

FARBERWARE IS REVOLUTIONIZING THE MARKET WITH THIS SENSATIONAL

NEW *Super-Speed* **cup-a-minute
coffeemaker**



Brews 8 cups in 7 minutes—
Brews 10 cups in 8 minutes!

up to 3 TIMES FASTER!
Than any other coffeemaker on the market.

Fully Automatic!



**THE GREATEST FEATURE
EVER DEVELOPED TO...**

Zoom Coffeemaker Sales!

Here's the world's fastest
automatic coffeemaker... so practical
to use at every meal time... so ultra-convenient
for entertaining, that it multiplies your market almost
overnight! This automatic coffeemaker is a real "bread and butter"
item that you can sell every season of the year.

Beautiful
CLASSIC DESIGN

Gleaming chrome over solid
brass. Choice of 3 sizes for
every requirement:

Super-Speed 4 Cup, \$24⁹⁵
Super-Speed 8 Cup, \$29⁹⁵
Super-Speed 10 Cup, \$32⁵⁰

**BE FIRST TO FEATURE IT!
ORDER NOW!**

Super-Speed
FARBERWARE

AUTOMATIC Cup-a-Minute COFFEEMAKER

**NATIONALLY ADVERTISED IN
TOP MAGAZINES STARTING**

March



S. W. FARBER INC., NEW YORK 54, N. Y. Originators of the Automatic Coffeemaker



***Priced Right
for Profits!***

Latest and Smartest
Addition to the Famous
Jacks-Evans Line

**Here's New Quality and Beauty
That Attracts and SELLS**

Hearth Flo VENTED GAS CIRCULATORS

For years a leader in the field of unvented Gas Heaters, Jackes-Evans now offers the most distinctively styled, functionally designed and beautifully finished vented Gas Circulators available today. Scientifically engineered in every detail for the maximum efficiency your customers want, they are made in four sizes from 20,000 to 60,000 BTU per hour — for all types of gas. Approved by the American Gas Association.

With These Selling Advantages

- Gleaming Hammer-Coat Enamel Finish
- Exceptionally Sturdy Frame
- All-Welded Cabinet
- Sealed Combustion Chamber
- Scientific Burners and Controls
- Highest Efficiency—Longer Life

J-E Hearth-Flo Vented Circulators are priced right for profits, too — they'll be the most beautiful, fastest selling, quality line on your floor.

ORDER NOW FROM YOUR WHOLESALER



JACKES-EVANS MANUFACTURING COMPANY

St. Louis 15, Missouri

Quality Manufacturers Since 1888

Makers of famous

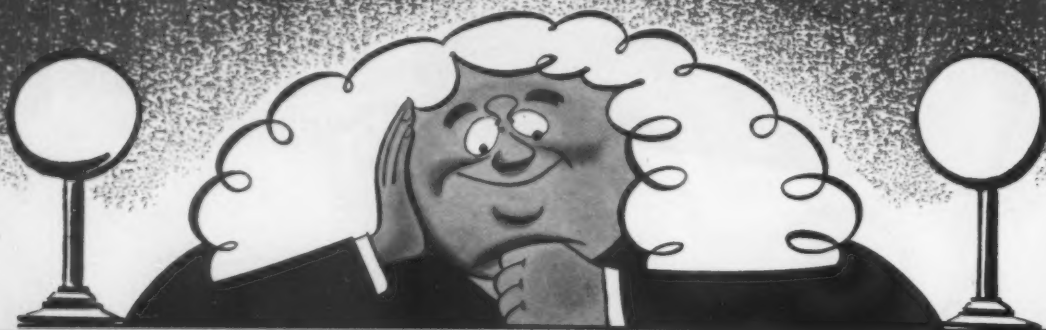
Hearth Flo

unvented Room Heaters—

"St. Louis Blue" Stove Pipe—
Jemco Wood Heaters.

You can Judge NICHROME

by the manufacturers who use it!



EDWIN L. WIEGAND COMPANY

Microtubes

The new Chromalox Microtube surface units really heat up fast. They cool down fast too, say their makers . . . offer an important selling edge to the ranges which carry them, because of their extra responsiveness to switch changes in both directions.

The secret is found in the advanced design, where Nichrome makes an important contribution. Because Microtubes are pencil thin, they provide a larger area of cooking surface than that of conventional units—despite a weight reduction of 30%! These new units bid fair to make cooking history—and for you, selling history.

And speaking of history, Edwin L. Wiegand Company, Pittsburgh, the makers, have been using Nichrome, the world-famous alloy, in their heating elements for just 28 years! Let them tell you why in their own words:

"Since we are in business to provide the finest heating elements money can buy, our speci-



fications are necessarily extremely exacting. We use tons of Nichrome and we like its consistently maintained high quality and uniformity from spool to spool."

Yes, you can't find a stronger sales argument with any customer than to tell him your range has "heating elements of Nichrome." It's the standard by which heating performance is measured in fine ranges everywhere.



Nichrome® is produced only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Economic Currents

"Income jumped to a new all-time record in January"

cent years. Thus, the amount people have to spend on radios, washers, television sets and the like is being affected both by rising unemployment and declining overtime.

PEOPLE STILL HAVE MONEY . . .

Nevertheless, consumers still have plenty of money. Indications are that consumers will have the financial capacity to spend at least as much this year as they did last year. Personal income stood at an annual rate of \$285 billion in December, which was \$1 billion below the previous month due to a reduction in factory payrolls, but \$4 billion above December, 1952. And income immediately jumped to a new all-time record in January as a result of the \$3 billion cut in personal income taxes. Consumers will probably get another break in taxes from Congress in the near future. So the June rate of personal income should be around \$283 billion or only about \$2 billion less than the December rate, even if business activity continues its slow decline.

. . . BUT WILL THEY SPEND IT?

Even this level is still very high, close to the 1953 level when consumers spent about \$230 billion and saved more than \$18 billion. Among other impressive things they bought about 5.8 million cars, 6.5 million television sets and more than a million room air conditioners last year. Obviously, the consumers have the money. But, as we move into a period of more vigorous competition, the key question about the consumer does not show up in appraisals of his financial status. The question is not, "Has he got the money?" but "Will he spend it?" One sign of the willingness to spend shows up in the figures on consumer credit. Total short-term debt in December was \$28.8 billion, which was about \$3 billion more than the same period last year. But short-term debt rose only \$644 million in December, just about half as much as in December, 1952. It is highly probable that for the time being consumers have taken on about all the debt they want to carry. Therefore, consumer credit can be expected to rise at a decreasing rate. It might go to \$29.5 by midyear—which implies a somewhat lower rate of new purchases than in the first half of 1953. End

Have You Seen THE LOUDSPEAKER?

It's the one section in ELECTRICAL MERCHANDISING reserved for the exclusive use of readers—a place where they can sound off and broadcast their own opinions on what's going on in the industry. You'll find it on page 46.

"RCA sure took the 'mystery' out of selling radio batteries"



says **MRS. ANNA MAE WATTS** of the **Melody Shop**,
205 N. Ervay Street, Dallas, Texas



Battery Selling Help was what Mrs. Watts needed when she began to concentrate on selling RCA Radio Batteries. "Finger-tip selling control is what I like about RCA Batteries," Mrs. Watts reports, "the handy RCA Fact-Finder saves lots of time. What's more, RCA prints the competitive numbers their types replace right on the side of the battery carton itself."

YOU, TOO, can get the useful selling aids which took the "mystery" out of radio batteries for our Texas friend, Mrs. Watts. Just phone your RCA Battery Distributor today. Have him show you how the RCA Battery shelf strips simplify inventory control. Ask him about the RCA list price card which helps customers sell themselves. Get the facts about the extremely popular RCA Battery Repeat Business Stamp and Pad which is offered to dealers and service tech-

nicians with their RCA Battery purchases. Stamp your store name and address in imprint space on side of RCA battery carton, to help build repeat business.

When you hear all the profit opportunities RCA Batteries offer, you'll want a good stock to sell at your store. For complete details ask your RCA Distributor salesman for a copy of the useful new radio battery merchandising booklet, "The 1954 RCA Battery Sales Planner."

Here's how RCA helps you sell more Radio Batteries

● NATIONAL TV and RADIO ADVERTISING ● POWERFUL SALES PROMOTION ● COMPLETE LINE ● GREATEST NAME IN RADIO ● RADIO TRADE DISTRIBUTION

RADIO CORPORATION of AMERICA

RADIO BATTERIES

HARRISON, N. J.

Seven Rinses
swirl all suds and soil away for most thorough rinsing known to leave clothes sparkling clean.

Porcelain Top
resists mars, stains and rust. It provides lasting sparkling beauty for the washer and dryer.

Dual Cycle-Tone
sounds two 7-second signals at end of cycle to tell you washing is well done.

Suds-Miser
the greatest economy feature known. It saves hot, sudsy water for re-use on several loads.

Agiflow Action
Creates swirling, surging water action to wash clothes superbly clean.

Brilliant Beauty
adds distinctive charm to any kitchen, utility or laundry room. Exclusive Lifecoat finish provides lasting beauty.

Select-A-Level
control assures correct water level . . . high for 9-lb. load, low for smaller loads . . . automatically!

3-Temperature
water selection with fabric chart eliminates all guesswork. Colored light will indicate the temperature selected.

Guide Lite Control
with delicate fabric washing guide is fully illuminated. Colored light indicates complete washer and dryer operation.

no wonder
everyone is
talking
about



Imperial fully-automatic washer and (gas or electric) dryer featuring Guide Lite Control.



Supreme fully-automatic washer and (gas or electric) dryer with the great laundering features most wanted by most women.



JOIN UP! IT'S MORE PROFITABLE TO

Delicate Fabric Control
automatically assures
safe, correct heat for dry-
ing new modern or deli-
cate fabrics.

Therma-Flow Action
creates the gentlest, dry-
ing breeze ever to assure
fast, economical drying
for all fabrics.

Cycle-Tone
saves countless steps. It
sounds a pleasant signal
to tell you drying job is
well done.

Full-Range Heat Control
with 3 temperature set-
tings and fabric chart as-
sure correct heat for all
materials from woollens to
cottons to nylons.

Flush-to-Wall
installation for "neat
look" is provided with
modern, console design
of washer and dryer.

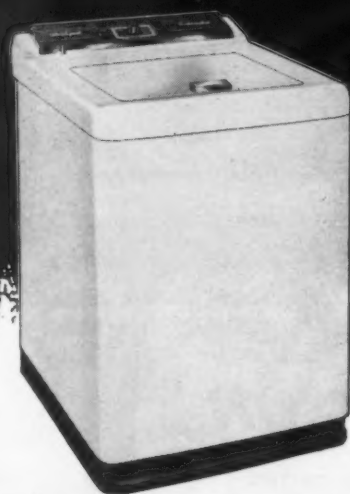
Sun-A-Tizing Lamp
helps sanitize clothes and
gives them that sweet,
fresh-air fragrance in
both washer and dryer.

Built-in Lint Screen
... right on top of dryer.
Screen effectively traps
lint and is easily removed
for cleaning.

Giant Capacity
saves time and work.
Washer has 9-lb. load...
dryer capacity is up to
20 lbs. of wet clothes.

Whirlpool

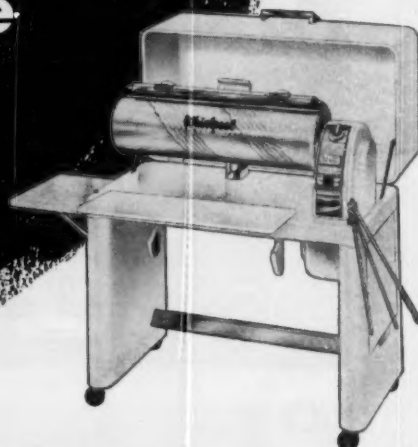
**the leadership line in home
laundry appliances**



Deluxe fully-automatic washer featuring
portability and space-saving design...
it's less than 25" wide.



Surgomatic semi-automatic washer with
Touch-Button Controls and beautiful, dis-
tinctive, new styling.



Supreme automatic ironer featuring
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ing in 1/3 less time.

WHIRLPOOL CORPORATION, St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

SELL WHIRLPOOL THAN SELL AGAINST IT!

Emerson FIRST AGAIN!

Low-price TV that matches your customers' furniture!

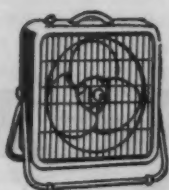




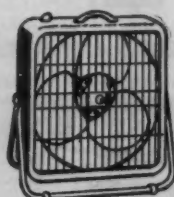
*The Most Imitated Fan Line in America
Brings You*

MORE in '54

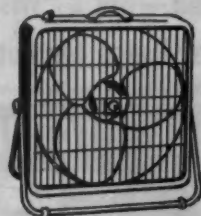
a complete line... combination portable-window fans



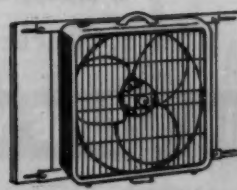
Model 1252
with "TILTA-BREEZ" Accessory



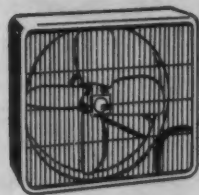
Model 1652
with "TILTA-BREEZ" Accessory



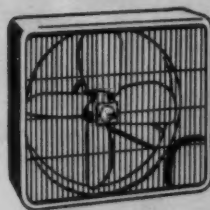
Model 2052
with "TILTA-BREEZ" Accessory



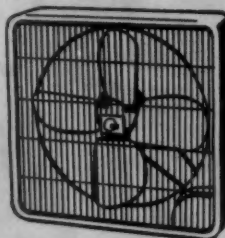
Model 2052



Model 2254



Model 2452



Model 3052



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Accessory

**New!
Improved!
Smarter!
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**More
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Guaranteed 5 Years...

Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.

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As seen in the
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The ORIGINAL Steam and Dry Iron!

BETTER
Because...

1. Uses Tap Water... Right Out of the Faucet!
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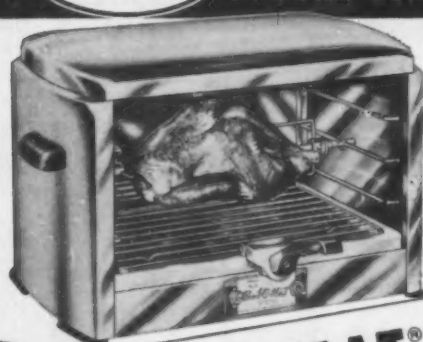
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Barbecues • Roasts
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Gleaming beauty and exciting new features. Penetrating infra-red heat. Holds large fowl or 10-lb. roast. Two heats. No unplugging. Separate motor switch. Exclusive "Whirl-A-Gig" revolving barbecue, bacon rack, Han-D-Rak.

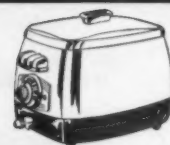
Model No. 1621.....\$59.95

BROIL-O-MAT Infra-Red Broiler, Model 1620.....\$39.95 ^{IN U.S.A.}

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Rival Mfg. Co. of Canada, Ltd., Montreal

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FRY-O-MAT®
Most Beautiful FRYER-COOKER made!

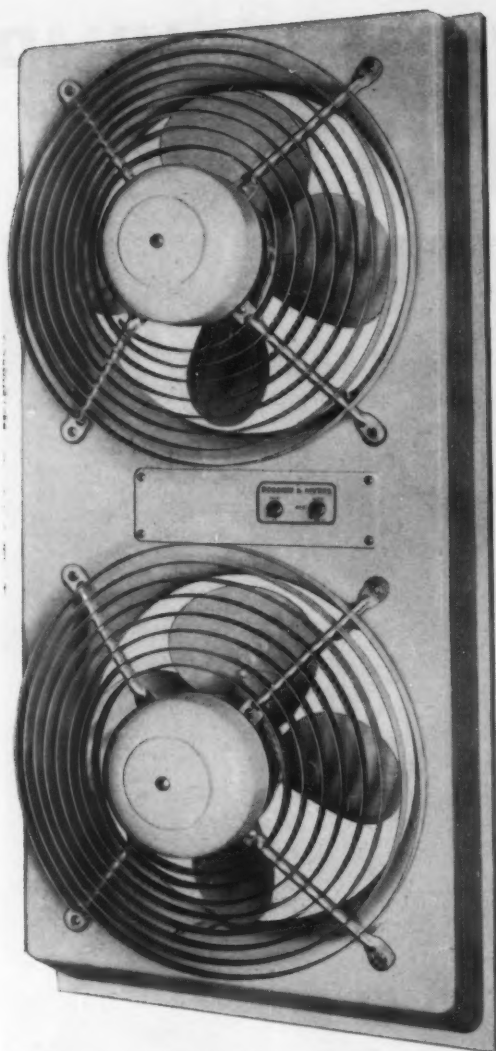


COMPLETELY AUTOMATIC
with SIGNAL LIGHT

Packed with features your customers want most. Seamless chrome body. Fry-O-Mat prevents transfer of flavors. Big 5-pint capacity. Extra large drip proof spigot.

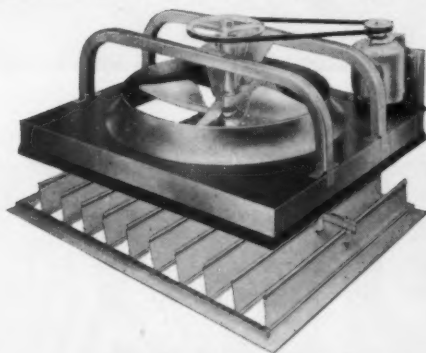
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WRITE • WIRE • PHONE
For Your
Saturday Evening Post
Merchandising Kit



Casement Window Fan opens new market!

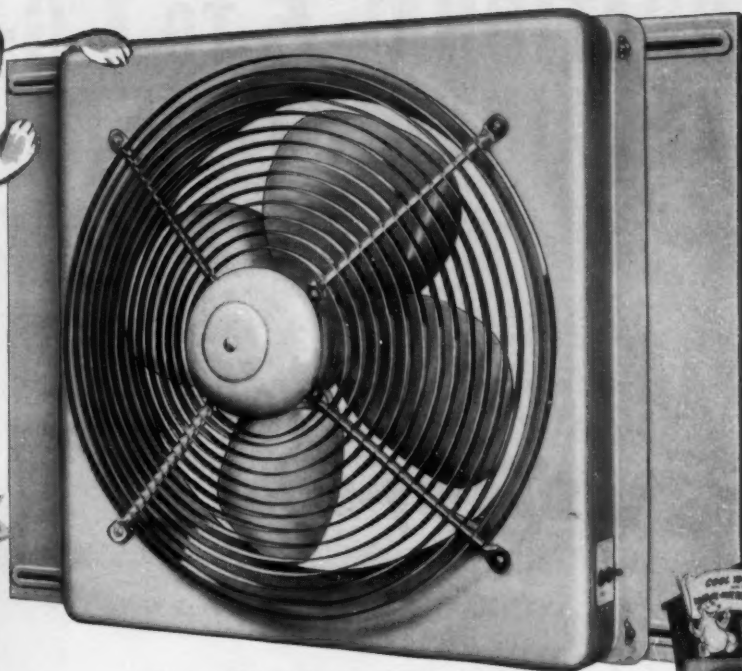
The first practical fan designed especially for casement windows! Twin 12" fans force stuffy air out, pull cool air in. Reverses electrically to circulate fresh air. Two speeds, intake and exhaust. Easily installed in standard 3-light casement window. Panel available to fit 4-light. Guaranteed 5 years. **\$79.95**, retail. **Sales-catching display** lets customer operate fan displayed. Sturdy wooden panel; colorful Masonite signs. Ht. 63 1/4". Order R-W1253.



Complete home cooling at low cost

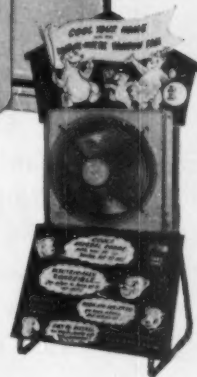
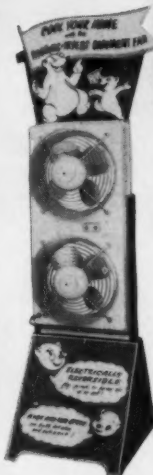
An R & M "package" attic fan brings years of cool summer comfort for less than the cost of a week's vacation! Quietly pulls cool night air through every room. Easy to install—fits low attics and all standard hallways. Four sizes with air deliveries from 5000 to 16000 CFM. From **\$139.95**, retail, including automatic ceiling shutter.

Walk-under display duplicates installation as actually made in home. (Keeps showrooms comfortable too). Kiln-dried wood. Ht. 8' 5", 42" wide x 47" deep. Cord, switch. Order R-D30.

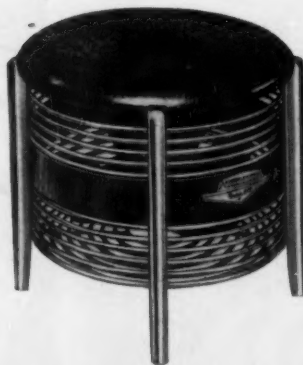


Reversible action pushes sales!

R & M 18" and 22" electrically reversible window fans are designed to breeze-cool small homes and apartments. They exhaust stale air and pull in cooling breezes; reverse electrically to circulate fresh air. Two speeds. Install with a screwdriver. Guaranteed 5 years. 18", **\$64.95**; 22", **\$84.95**, retail. **Eye-catching display** holds either fan, invites customers to sample breezes. Polished aluminum tubing, 76 1/2" high, 38 1/2" wide, 25" deep. Order R-D25/34.



NOW! a self-selling display for each of these profitable R & M fans!



No-draft whole-room cooling!

Cools the whole room quickly and quietly. Lifts cool air from the floor, giving complete 360° circulation. Supersafe grille protects small fingers. Three speeds. Mahogany plastic; chrome guard and grille. Doubles as seat or low table. Compact, easily portable. **\$54.95**, retail. **Silk kerchief display**. Sticks to top center of fan and spins, showing 360° circulation when fan is on. 1 square yard, with logo and sales message imprinted.



Order from your distributor now!



ROBBINS & MYERS FANS for 1954

Robbins & Myers, Inc., Fan Division,
387 So. Front St., Memphis 2, Tenn.
Prices and specifications subject to change without notice.

SENSATIONAL 5 TO 1 G-E TV SALES JUMP EXPLAINED BY METROPOLITAN DEALER

**"All I do is show 'em
side-by-side"**

Says D. DEL COLLE, G-E Television
Dealer in Floral Park, N. Y.

● "At Manhattan Commodities, General Electric TV is out-selling the next leading make by 5 to 1. Why? Because we believe in side-by-side selling. People respect *quality*...and when you demonstrate the difference you make a sale—and a friend. Believe me, G-E—with TV's clearest picture—is *the* line to push."

**Ask shoppers to choose clearest picture
—get traffic, get spot closings!**

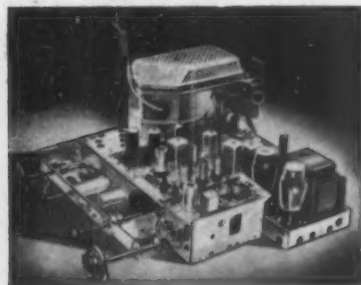
They're doing it all over America! G-E dealers show comparison tests of leading TV sets in action—with makers' names masked. So far 108,792 shoppers have given G-E a 7 to 1 vote for "clearest picture in all TV." And dealers' sales have soared!

Get G-E "Side-by-Side Selling Plan" from your G-E distributor—and watch *your* closings go up...up...up!

General Electric Company, Radio & TV Department, Electronics Park, Syracuse, New York



Here's inside story of G-E superiority!



1. IT'S G-E FOR PULL-IN POWER! G.E.'s power packed chassis—with 22 tubes and 4 rectifiers—*doubles* previous sensitivity.



2. IT'S G-E FOR PERFORMANCE! G.E.'s Aluminized Tube "mirrors" light out to viewer—increases contrast up to 100%.



3. IT'S G-E FOR PICTURE! G.E.'s black-tinted safety glass—cuts unwanted room light... provides an extra safety feature.



4. IT'S G-E FOR EYE COMFORT! G.E.'s anti-glare feature side-tracks reflections—gives most enjoyable picture ever.

You can put your confidence in—

GENERAL  ELECTRIC

Amana

Year 'Round
ROOM AIR CONDITIONERS



... HAVE EVERYTHING
Your Customers Want!

PLUS

- THE BEST MERCHANDISING PLAN IN THE BUSINESS!
- A REALISTIC MARK-UP FOR FULL PROFITS!

and

THEY'RE EASIEST TO INSTALL...
EASIEST TO SERVICE!

YES! Amana presents the world's
finest room air conditioners at a time
when sales will reach record highs!

- ONLY **Amana** Adjusts to 23 Installation Positions! Can be mounted flush, inside or outside the room!

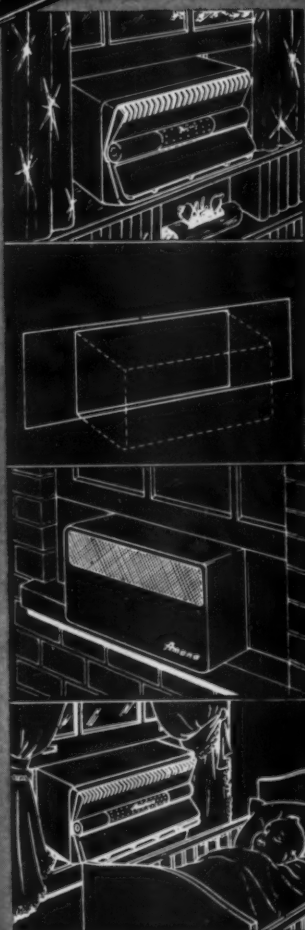
- ONLY **Amana** Features the Amazing Adjusto-cleever! Fits every size Amana model, for perfect installation!

- ONLY **Amana** Fits Both Double-hung and Casement Style Windows!

- ONLY **Amana** Features "Silencer Insulation!" For metal case and other internal parts!

AND REMEMBER THIS...

The Amana is first in beauty, too. Yes, the famous Amana craftsmanship is again evident, in its strikingly beautiful design and color.



- ONLY **Amana** Features the Automatic "Glider Control" with Color-coded Dial!

—cools, heats, ventilates, dehumidifies, filters, exhausts!

Amana FEATURES A COMPLETE LINE OF ROOM AIR CONDITIONERS INCLUDING 1/2, 3/4 AND 1 TON UNITS! So don't just choose a line... Profit with the leader... **AMANA!** Amana superiority, both in product and selling tools... guarantees it!

Amana

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World's Largest Manufacturer of Food Freezers

... Backed by a Century Old Tradition of Fine Craftsmanship



Sell the most-wanted water heater in America!

Perma

THE ONLY WATER HEATER

PROVED RUST-PROOF OVER 2 MILLION

**An ordinary water heater rusts away
each minute of the day . . .**

Every homeowner whose ordinary water heater rusts away is an immediate and HOT prospect for an A. O. Smith Permaglas automatic WATER HEATER! Its glass-lined steel tank will *never rust* . . . will end customer hot water problems forever!

Prepare for Profits NOW . . . be ready to replace these rusty water heaters with Permaglas!

Best of all, a Permaglas costs no more than an ordinary water heater. And feature for feature, a Permaglas is tops.

We have the facts to back these statements, write

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Permaglas-Heating Division
International Division: Milwaukee 1
Licensee in Canada: John Inglis Co., Ltd.

There's only one Permaglas and it's made by



A.O. Smith

PERMAGLAS-HEATING PRODUCTS

A SIZE FOR EVERY HOME

glas

IN HOMES!

HEAVY FIBERGLAS INSULATION

COSTLY NEOTONE EXTERIOR ENAMEL

HEETWALL HOLDS HEAT LONGER

MIRROR-SMOOTH GLASS-LINED STEEL TANK

SAFETY AUTOMATIC SHUT-OFF

AUTOMATIC PRECISION CONTROLS



Electric Models, 30 to 80 gallons capacity

WRITTEN GUARANTEE AND PROTECTION POLICY

NEW DETROIT JEWEL "MRS. AMERICA LINE" SMASH HIT!

New 1954 Ranges Designed to Help Solve Your Retail Selling Problems!

Detroit Jewel is setting the pace in 1954 with the greatest new line of gas ranges in history . . . the Mrs. America Line, starring the Mrs. America Range with *new beauty, new features, new sales appeals* . . . that are easy for your salesmen to demonstrate, easy to sell!

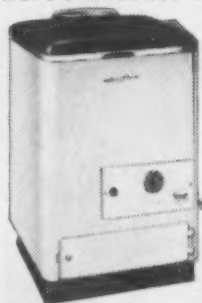
PLUS the hardest-hitting advertising and sales campaign in its history! Featuring *two* great personalities: *Dorothy Kilgallen* . . . famous newspaper woman and television star . . . and *Mrs. America*, selected as housewife of the year and who symbolizes every American homemaker!

They'll carry the Detroit Jewel story to millions of prospects in your local markets on television, radio, in newspapers and national magazine ads. Get ready for action . . . Detroit Jewel has lots in store for '54!

Beautiful "Mrs. America" Range Acclaimed World's Most Modern Gas Range With World's Most Sellable Features!



Here's another NEW product!



NEW DETROIT JEWEL DUAL-ACTION INCINERATOR
Beautiful, fully automatic! Combines dehydrating and fast-burning methods. Economical, noiseless, odorless, practical! Designed to meet an ever-expanding, profitable market.

Here's the range that lets your customers cook better for less! And these great features are the reason: *Exclusive* Detroit Jewel Top-Vue Oven or Top-Center Griddle; *exclusive* Detroit Jewel Signa-Dials; Oven-Ready Signal; Infra-Red Broiler; Extra Large Chrome Oven; Timed Convenience Outlet! It's functionally designed and efficiently insulated, completely automatic, easy to keep clean! Every one a "most-wanted" feature by today's homemakers . . . *your customers!*

NEW 36" RANGE—Has full size oven, under-oven broiler, 2 *giant* size and 2 regular burners, plus large storage compartment. Gives famous Detroit Jewel quality at low "traffic builder" price!



ATTENTION DEALERS!

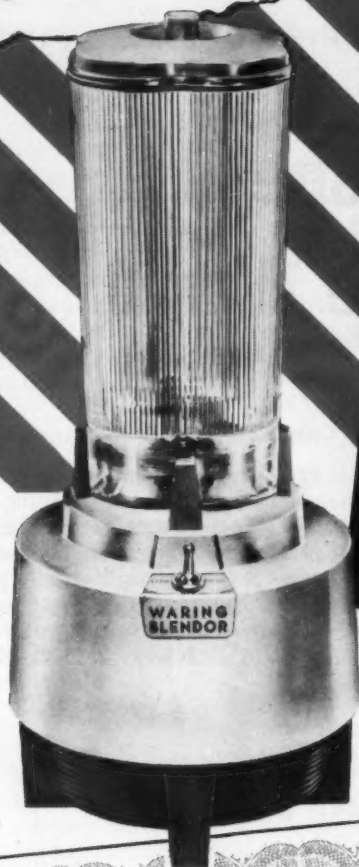
We are expanding our distribution. Profitable opportunities are available for aggressive, sales-minded dealers. Write us for details.



DETROIT JEWEL

PRODUCTS OF THE DETROIT-MICHIGAN STOVE CO.
Detroit 31, Michigan

**HOTTEST PROMOTION
AT THE SHOW!**



**Waring Dealers Get the Biggest
Profits in the Business!**

WITH THE BIG
Waring
2 gets you 10 deal



Order two WARING BLENDORS from your distributor! Now you really start making money! Packed with them is a Credit Certificate worth 10 honest-to-goodness dollars to you. All you do is send the Credit Certificate direct to WARING and you get a third PB-5 BLENDOR for the staggering low cost of only \$17.55! That means you can sell the extra BLENDOR and make OVER 60% PROFIT!

Any way you figure it you make extra profits!

You make over 45% profit on each of the three BLENDORS!
OR—you make over 60% profit on the third BLENDOR!
And don't forget — this is based on your actual cost — tax included!

**FREE! Sales-tested promotion material
that will really move Blendors for you!**



Here are streamers, counter cards, diet books, ad mats, radio and TV commercials, all designed to tie-in with the spectacularly successful WARING High-Protein, High-Vitamin Diet. You've already seen it advertised in leading national magazines and you'll see more this spring!

The WARING Diet promotion has brought a terrific consumer response! It's your key to volume sales of WARING BLENDORS to some of the 23,000,000 people who are diet and weight conscious.

WARING PRODUCTS CORPORATION • a subsidiary of Claude Neon, Inc., 25 West 43rd Street, New York 36, N. Y.

Hurry! 2 gets you 10! plus FREE Promotion Material! **ORDER FROM YOUR DISTRIBUTOR TODAY!**

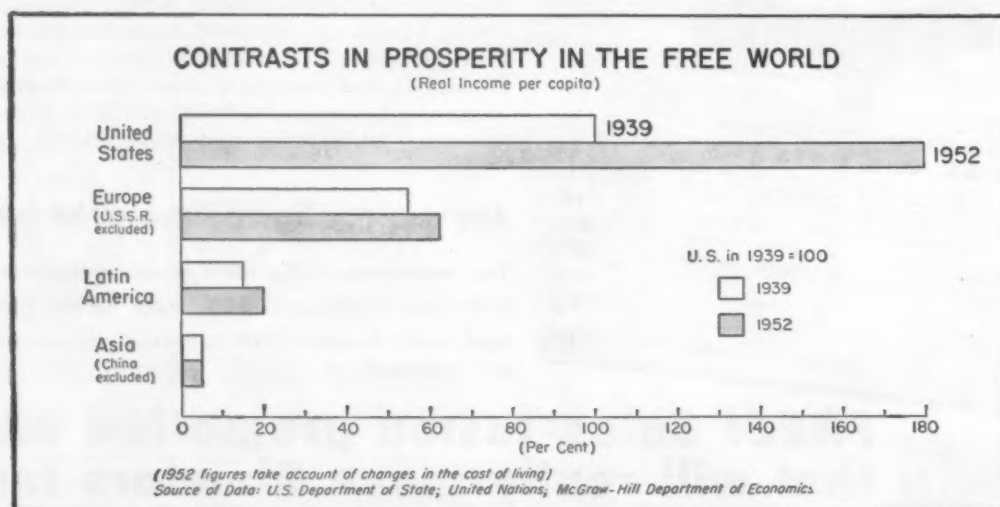
Contrasts in Prosperity Endanger the Free World

The chart in the middle of this page summarizes a situation of profound importance to every American. It shows that:

1. On the average, Americans are vastly better off economically than most other people in the free world, and
2. In recent years the gap in income between the average American and the average European, Latin American or Asian has greatly widened.

A Mounting Contrast

Even greater is the contrast between the real incomes of Asians and Americans. Today most Asians are no better off economically than they were back in 1939. On the other hand, the real income of the average American has almost doubled. As a result, the real income of the average Asian—always small by our standards—is now only a tiny fraction of that of Americans.



The chart shows that, at the outbreak of World War II, the real income (that is, actual purchasing power of income) of the average American was substantially higher than the average European's and much higher than the average Latin American's or Asian's. Since then, the European and Latin American have become better off. But the improvement in the economic lot of the average American has been so great that the others have been left far, far behind.

It must be remembered that the figures used to construct the chart are of varying quality. The fact is that few of the poorer countries have reliable statistics. However, it is generally agreed among competent observers, that the figures here presented offer a correct impression of the wide disparity in the average of real incomes between various parts of the free world. The figures, of course, have nothing decisive to say about spiritual and cultural values. In these, coun-

tries with relatively little material prosperity may be rich.

It is possible to draw a variety of morals from the story of lagging growth of income in other parts of the world. For one thing, it reflects the dynamic force of private enterprise. Private enterprise is characteristic of our economy far more than it is of most of the other free economies. The chart also reflects the fact that we are bountifully blessed with the natural resources essential to a high level of real income. Moreover, we did not suffer from the devastation and waste of two world wars as did many of the other free nations.

Narrowing the Gap

But perhaps the most important message which the chart conveys is one of warning. It warns that something must be done to narrow the gap in prosperity between America and other parts of the free world, if that world is to be united successfully in the struggle against totalitarian Communism. Writing in the *HARVARD BUSINESS REVIEW*, Kenneth E. Boulding recently put it this way:

"The crux of the problem is how to raise the three-quarters of the world that live on a low level to the high level of the other quarter, for it is precisely this wide disparity that makes our world so unstable. American-Russian relations, for instance [are] ... complicated almost unbearably by the fact that each power is competing for the support of the vast fringe of underdeveloped countries ... These countries are dissatisfied with their present state and are hovering between the two cultures, wondering which offers them the best chance of shifting from their present low-level to a high-level economy."

Very real danger threatens from any feeling which may develop in the less fortunate free nations that our enviable economic progress has been made at their expense. Instead of viewing the American economic system as a model that might be followed by their own countries, they may be led to see in it a menace to their well-being. If Communist propaganda can persuade these people that their alliance with the free world will only result in their dropping farther and farther behind an increasingly prosperous United States, they will be driven to the side of totalitarianism.

Test of Effective Leadership

How can these free nations on the lower half of the income ladder be helped to alleviate the conditions that keep them there? Surely this question poses a whole series of complicated problems. Yet, if we do not exercise some

effective leadership toward their solution, we can be sure that Russia will take advantage of the situation. In these circumstances, it is essential to both the stability and security of the free world that we help our less prosperous neighbors make satisfactory headway.

This does *not* mean that the United States should sacrifice its own economic progress in favor of some sort of global leveling scheme. On the contrary, a continually expanding and stronger economy is essential if we are to provide any real aid to our friends. Also, it goes without saying that our friends must be disposed to do all they can to improve their own economic position, if our cooperation to that end is to be effective.

Great Skill Required

Our part in a program to achieve this goal calls for a high degree of skill and statecraft. It involves international trade policy, which, in itself, presents a perplexing range of problems. It involves also programs of foreign technical and economic assistance. And expanded foreign investment must play a key role in a balanced program to strengthen the economies of the free world for our common good.

The Commission on Foreign Economic Policy, headed by Clarence Randall, has recently submitted a report, embodying the results of a monumental inquiry into our foreign economic relations and measures to improve them. From the very nature of the subject, discussion of the report is bound to be attended by much controversy and conflict. However, an awareness of the facts presented by this chart should inspire us to accord to the problems posed by the Randall Commission the careful and sober consideration they must have if any real progress is to be made in raising the general standards of human well-being throughout the free world. Our willingness and ability to do this have now become the real test of our statesmanship, both at home and abroad.

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"Commercial Credit Plan well accepted by dealers"

says **MR. F. T. BRIEN**, President of Radio Television and Appliance, Inc., Philco distributors of Seattle, Washington.

RADIO TELEVISION & APPLIANCE, INC. have been using COMMERCIAL CREDIT PLAN for 10 years. Mr. Brien further states: "COMMERCIAL CREDIT is the only approved national finance company that ties in with our local promotions and helps get complete coverage of our customers. Our dealers tell us that the Automatic Insurance and Life Insurance features are good selling points. For these and other reasons we and our dealers have intensified our use of the COMMERCIAL CREDIT PLAN."

COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS

Appliance dealers and distributors have learned through experience that they can look to the COMMERCIAL CREDIT PLAN for financing that's flexible, dependable and complete. Ask your distributor for a copy of our booklet "Buy and Sell with Sound Financing." Or, call your nearest COMMERCIAL CREDIT office.



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$145,000,000
... offices in principal cities of the United
States and Canada.



An

Electrical Merchandising

Special Report

TRADE-INS

- They figure in over a third of all range sales . . . half of all refrigerator sales . . . over half of all washer sales
- They can be the dealer's strongest weapon against price cutters or a possible slide in business
- They can mean extra profits—or a loss

Here, the results of three months of study in the field, are some of the most successful ways in which dealers are "buying" their used appliances, processing them for resale and merchandising them to customers

BY HOWARD J. EMERSON

The PROBLEM

NO single factor in the electrical appliance dealer's business for 1954 affects so greatly his chances of operating profitably as his ability to accept used merchandise in trade without losing his profit on the new appliance sale. The value of a "sound trade-in policy" to the dealer's white goods business has been of long standing, but it takes on increasing importance because of at least three conditions facing the average dealer right now:

● ELECTRICAL MERCHANDISING's annual survey shows that in the business the average dealer is doing today, more than 50 percent of his washer sales and nearly 50 percent of his refrigerator sales require his buying a unit of used merchandise—tying up at least his net profit, and on maximum trades most of the gross profit which the new appliance provided.

● In the business volume the average dealer expects and desires in the future, trade-ins become an increasingly important merchandising tool—his ability to take used merchandise in trade is his strongest weapon in the daily fight with trade diversion outlets. So far, at least, the discount house, the builder, the electrician, the plumber, and backdoor wholesaler are not accepting trades. And as long as appliance owners attach

a value to their old appliances they comprise a large share of the market which the "trading dealer" can promote and sell.

● The possibility that the average appliance dealer may expect a decline of 5 to 10 percent in his gross volume from new appliance sales during 1954 brings the importance of the used appliance market into focus as a means of holding volume and profit levels. The increasing market for reconditioned and guaranteed white goods presents a much sounder opportunity for holding volume and profit in a declining new appliance market than does any hope or possibility for lower operating costs or longer margins.

Not Only the Dealer's Problem

Hundreds of dealers across the nation have long since recognized these factors, have given their trade-in operation the attention it needs, and as a result their position is strengthened at a time when many other dealers falter or fail under the pinch of industry conditions. Some dealers have tried to get industry attention to the need for helping all dealers with their trade-in problems. Three manufacturers have prepared and distributed excellent programs to assist their dealers in appraising, reconditioning and merchandising used appliances—but field investigation shows that, with one exception, the programs were introduced and

then practically forgotten, with little effort made to help the dealers put the programs into practice. Distributors appear to consider trade-ins strictly a dealer problem, coming into the picture only when they have a "trade-in promotion" that will move their merchandise, and dropping out of the picture completely when that promotion has filled the dealers' yard with a stock of used appliances which represent all or more than the profits he could make on the promotional effort. When many of the distributors come to realize that the dealer's stock of used appliances represents capital which could be used to buy new merchandise from the distributor, it is felt that some attention to dealers' used appliance operations will generate at distributor management level.

Until more effort is expended by appliance manufacturers, until some interest is shown by distributors, and until leagues, associations and others give the appliance dealers' trade-in operation a place on their programs, most dealers will have to continue learning from each other. To further this interchange of ideas on how to handle trade-ins profitably, ELECTRICAL MERCHANDISING made a three-months in-the-field analysis of more than a dozen appliance dealers whose trade-in operations are showing a profit. How these dealers are managing the basic functions of buying, processing and selling used appliances is presented in words and pictures in the following 28-page photostudy.

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THE TRADE-IN BUSINESS GROWS AND GROWS

(Replacements & trade-ins as a percent of total retail volume)

	1953		1952		1951		1950		1949		1948		1947		1946	
	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins	Replacements	Trade-Ins
Refrigerators	74.6	47.0	73.4	59.3	72.8	37.4	52.1	33.0	41.7	27.4	36.3	5.4	25.4	4.2	23.2	.9
Ranges	44.1	27.8	44.2	30.0	35.0	22.2	37.8	22.1	38.2	24.1	30.7	4.8	18.3	3.3	21.8	.9
Washers	71.6	54.5	73.0	62.3	66.3	47.0	59.4	34.8	58.0	37.2	46.3	12.8	33.8	5.9	28.3	2.1
Vacuum Cleaners	72.1	26.7	69.4	30.0	67.6	38.0	56.9	41.7	68.4	40.8	65.6	16.5	49.1	9.7	42.6	3.1

Compiled by Market Analysis Department, Electrical Merchandising, from Surveys Conducted Annually Among Appliance Dealers

1. Successful Dealers Buy Realistically

POSSIBLY no dealer in the country would look at his used appliances and say that he "bought" each one—as a rule he will refer to the acquisition of the old appliance as "accepting in trade", "giving so much for it", "taking it in on a new appliance", etc. Yet no dealer who is handling his trade-in operation successfully ever forgets in his mind that he buys every single piece of used merchandise with dollars that were in the new appliance or were in his operating capital.

As a result, the degree to which the dealer can expect success in his trade-in business depends on his ability to set up a buying policy that is realistic. This emphasis on realism is made and repeated because there is no ideal buying policy that can be set down here or anywhere that will guarantee a profit to the trading dealer. Every dealer who has taken a used appliance in trade knows how many variables effect his success in handling that used appliance—his facilities for reconditioning, his facilities for display and selling of used appliances, the local market demand, the condition of the appliance, the acceptance of the used appliance's brand name, his present inventory of used appliances, the season of year, and the inevitable, unpredictable actions of competing dealers. And those are only the factors coming into the picture after the trade has been taken, although many were considered at the time of buying the used appliance. At the time of buying, the dealer had to consider not only what he could offer, but what his competition was offering, had to consider the margin available in the new appliance, and possibly had to leave the whole decision up to a salesman working in the prospect's kitchen.

With these variables and uncertainties inevitable in the process of handling used merchandise, how is it possible to enter into a deal with any certainty of success? The successful

dealers studied by ELECTRICAL MERCHANDISING are doing it. In one manner or another, these dealers visualize the used appliance from its place on the prospect's floor to its delivery to a customer, mentally or physically figuring the dollars involved in the transaction—and just where those dollars must come from. As nearly as it can be presented as a consensus of these dealers' methods, it represents a realistic formula for buying used merchandise that is offered in trade for new appliances:

1. In viewing a used appliance in the prospect's home the dealer, or his representative estimates the final sales price of that appliance when reconditioned—for example...\$99.00
 2. Figuring mentally from experience, or using some type of estimate sheet, the dealer or representative will know that the maximum that can be offered for this used appliance is\$33.00
- In arriving at that maximum offer of \$33.00 the appraiser had started with the estimated resale value of the appliance, \$99.00, and had deducted
- a. A salesman's commission on the sale of the used appliance\$ 9.90
 - b. Reconditioning costs—if for a refrigerator, about...\$18.50
 - c. Handling costs approximately\$ 4.60
 - d. His standard mark-up for used appliances, as high as 50 percent.....\$33.00

In this manner the dealer starts his negotiation with the owner of a used appliance with his feet on solid ground. He has for his use the ideal purchase price for this used appliance. For one of very many reasons it is not likely to be the price which he will offer, nor is it likely in today's market to be a price which the owner will accept. But, when a final price is agreed upon, the dealer will know

exactly where he stands on the transaction because he has first figured the ideal purchase price.

• Under favorable circumstances he may offer the owner the Blue Book value—about \$17.50. The small percentage of such deals that he will get (on appliances that have reconditioning value) give him a few extra dollars to compensate for bad judgment in other estimates.

• Under circumstances the dealer will be faced with giving the owner more than the \$33.00 ideal price. But starting with this basic estimate the dealer will know in advance where he stands. If he agrees to a price of \$83.00 for the used appliance, he knows during the negotiations that he will have to provide the extra \$50.00 from one of several sources:

- a. From the "trading dollars" allowed him on the new appliance by the distributor, if there are any on this model;
- b. From his margin on the new appliance—he may have purchased that new appliance on a "deal" that will allow him to give away a percentage of the list price and still come through with his normal markup;
- c. From the dealer's profit in the new appliance, if that appliance is one that must be moved so that the dealer can get his capital into faster moving models;
- d. From the dealer's pocket—just to get a deal he hates to lose—to keep a customer that will be a profit on other deals—to get a deal away from a competitor "just to show him a lesson".

An expensive pastime, but one indulged in by the best dealers.

On those used appliances which have no reconditioning value—14 percent of used freezers, 28 percent of used refrigerators, 22 percent of used ranges, 36 percent of used washers, according to ELECTRICAL MERCHANDISING's survey nationally—the successful dealers studied for this report stick pretty close to one of the Blue Books for the basic or ideal offer, adjusting upward as explained above, depending on the extra money they have to work with on the particular new appliance being sold. Acceptance of "klunks" at any price is calculated risk that any dealer must be ready to take if he intends to continue in the sale of new refrigerators, washers and ranges—but that risk is lessened in proportion to the dealer's ability to recondition better appliances for there is a salvage value that such a dealer can make from klunks before junking them.

Essential as the above realistic approach to used appliance buying is to the successful dealer's trade-in operation, its application in practice faces two obstacles. One is the necessity of simplifying the formula to a degree that permits quick appraisal in the field or over the telephone. The other is the problem for many dealers of having to put the policy into practice through salesmen or others in their employ. Successful dealers have met these problems in a manner most suited to the size and scope of their operation.

Putting a Buying Policy into Action

Obviously, dealers don't bring an IBM machine along with them on making appraisals. Much of the detail outline in the realistic buying policy presented above is not entered into on

every appraisal—although its fundamentals are presented in whatever simplified appraisal method a dealer devises. Experience enables most dealers to rely on averages. A dealer

or his representative face certain brands and models of refrigerators, washers and ranges so frequently that the maximum offering price pops into his head almost automatically.

Mimeographed or printed forms are becoming more popular. ELECTRICAL MERCHANDISING has found, as a means of getting detailed information about the used appliance at the time of first examination. Such experienced dealers as Urner's in Bakersfield, Calif., have their own forms. So does Harrington's in San Diego. The dealer programs developed by Frigidaire, General Electric and Westinghouse each suggest forms which can be used while appraising.

Simplifying Appraisals

Dealers using appraisal sheets report that they have great value, as they serve not only to provide the appraiser with a check list to guide his examination but as means of impressing the owner of the used appliance with the business-like approach of the appraiser and of course with the sincerity of the lower-than-she-expects offer. As expressed by Westinghouse, the appraisal form "... tactfully tends to devalue the prospect's old appliance." As Frigidaire claims, the use of an appraisal form impresses the used appliance owner with "your business-like manner . . . and she will be more inclined to 'take your word for it'". One dealer told ELECTRICAL MERCHANDISING that he believed in the value of the appraisal form to such a degree that he uses it on all home appraisals, marking on the appraisal form costs of reconditioning about twice what he estimated them. The result devalues the appliance to such a degree that in many cases the owner is happy to take his offering of the Blue Book price. Of course, this dealer is prepared to discover a monthly trade in special, or some other excuse to go even four or five times the blue book if the owner doesn't fall for the scheme or has had a legitimate offer from another retailer.

Appraisal Forms

For many dealers visited by ELECTRICAL MERCHANDISING, the appraisal form serves not only its original purpose of clarifying at the time of appraisal the basic faults or features of the used appliance, but it serves as a record that will continue and will be filled out as the appliance passes into the dealer's hands and goes through his shop and onto the display floor. Such a record can be of great value to the owner who periodically examines his used appliance operation to decide on policies that effect its profitable operation. As we will see later, the appraisal sheet has an important place in that appraising which is handled by other than the management.

It may seem a far fetched case, but this happened to a dealer now handling a used appliance department grossing over \$200,000: Until he

started using an appraisal sheet which is numbered consecutively, and which passes through the office to be recorded either as a item of inventory or as a lost sale, the dealer had no record of the trade-ins accepted until they came into the shop. This small but important gap in his record-keeping was not known to the dealer until long after it was known to some of his deliverymen. As a result, it has been estimated that more than 500 units of used appliances left the homes of new appliance buyers but never reached the dealer's store.

Of course, the use of an appraisal form, or the back of an envelope for recording the mechanical condition and the physical condition of a used appliance is only part of the overall appraisal operation. The dealer must still figure his expected sales price, his handling costs, the commission involved, and his normal markup.

Appraisal Formulae

To facilitate appraisals, many of the dealers studied have developed simplified approaches to appraisal, in every case carefully devised on the basis of their reconditioning and resale facilities, local market acceptance, etc. In Long Beach, Calif., Baker's Appliances trades until there is a 31 percent margin left in the new appliance; it will trade until there is 28 percent only on specially considered new appliances. Beyond that Baker's prefers to let competition take the loss. The result is a profitable \$80,000 yearly volume in reconditioned appliances supplementing the store's new appliance-TV volume of nearly one-million dollars. The appraisals made by large volume concerns like the Broadway Department Stores in Los Angeles, and Whitney's Department Store in San Diego are based on their own "blue books"—prices for used appliances based on brand, age and condition, plus their acceptance in these two markets.

Many of the smaller dealers report that they base their operation on the $\frac{1}{3}$, $\frac{1}{3}$, $\frac{1}{3}$ formula recently given publicity by Westinghouse and others. The basing price offered the owner of a used appliance is one-third the estimated retail price of that appliance when reconditioned. Another dealer, like General Appliance Co., San Jose, Calif., will offer up to 10 percent of the retail price of the new appliance without examining the used appliance—will go above only after examination of the used appliance and consideration of other factors involved in the sale. On that simplified formula, owner Larry May operates a business with a gross volume well over a million dollars yearly, and with a profitable \$100,000 used appliance business supplementing it.

Other methods of simplifying the appraisal method are discussed and shown on the following pages in the analysis of the dealer's second major problem in putting a trade-in policy into action.

HOW DEALERS DISPOSE OF THEIR TRADE-INS

Each year they junk more of them, rebuild and resell less

REFRIGERATORS

Year	No. of Dealers	Junked	Rebuilt & Resold	Resold As-Is	On Hand	No Ans.
1953	193	28.2%	27.8%	31.3%	12.7%	—
1952	225	20.3	36.7	26.5	16.5	—
1951	222	22.7	31.0	31.3	15.0	—
1950	311	24.8	32.6	27.0	15.6	—
1949	167	14.8	27.8	23.7	11.1	26.6
1948	159	11.9	50.2	35.2	—	2.7

RANGES

Year	No. of Dealers	Junked	Rebuilt & Resold	Resold As-Is	On Hand	No Ans.
1953	185	22.8%	32.3%	32.2%	12.7%	—
1952	207	19.1	24.2	36.9	19.8	—
1951	205	21.7	32.0	29.0	17.3	—
1950	296	26.1	31.0	30.1	12.8	—
1949	157	10.1	24.7	31.7	12.0	21.5
1948	147	8.3	52.2	37.8	—	1.7

WASHERS

Year	No. of Dealers	Junked	Rebuilt & Resold	Resold As-Is	On Hand	No Ans.
1953	191	36.6%	27.5%	21.1%	14.8%	—
1952	230	26.8	33.9	23.6	15.7	—
1951	221	30.4	23.8	26.5	19.3	—
1950	318	35.5	27.5	19.0	18.0	—
1949	169	19.8	29.1	19.4	17.3	14.4
1948	157	18.3	49.3	19.2	—	13.2

VACUUM CLEANERS

Year	No. of Dealers	Junked	Rebuilt & Resold	Resold As-Is	On Hand	No Ans.
1953	156	57.0%	13.4%	18.8%	10.8%	—
1952	174	36.4	23.9	16.9	22.8	—
1951	171	34.7	27.3	20.1	17.9	—
1950	263	23.5	31.2	22.9	22.4	—
1949	157	19.0	23.3	12.3	41.1	4.3
1948	135	32.3	37.4	29.8	—	0.5

"... No dealer who handles trade-ins successfully ever forgets that he buys every single used appliance with dollars that were new appliance or operating capital."

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Dealers Keep Control Over Appraisals

EVERY retail appliance business, except the "husband and wife" operation, faces another problem in its "buying" of used appliances that differs from its buying of new appliances. That is the possibility of letting someone other than the store owner set the final purchase price for the used merchandise. By laxity in his control of salesmen who are allowed to make their own appraisals, many a dealer has found himself in serious inventory condition—with a backyard full of used merchandise for which altogether too much money was paid by salesmen whose interest was solely in

their commission on the new appliance sale.

Every successful dealer exercises some control over the price a salesman may offer for a used appliance. But how he manages that control, and to what degree, varies in almost every dealer operation. The simplest, most obvious and most common, is to make the salesman refer to management for the final decision. The dealer, through an examination of the used appliance, or through discussion with the owner, derives a price and handles all "dickering" with the owner regarding this price. This method has

advantages that make hundreds of dealers adhere to it religiously—the dealer knows his reconditioning and resale operation better than does the salesman, the dealer knows that the new appliance and how far it will permit him to overtrade, the dealer may decide to lose the deal because of his overall, long range view that is different from that of the salesman in the throes of closing.

But, say many dealers, this method has its disadvantages, too. The delay in getting the boss out to see the trade may be just enough to give the new appliance prospect time to decide

not to buy at all. The delay may give competition a chance to sew up the deal. Many new appliance prospects resent having the dealer come into the picture between them and the salesman, feeling it a planned move to devalue their old appliance. And for the volume operation, it is obvious that the dealer can not take time to inspect every used appliance being considered for trading.

But, whether they can not or choose not to keep their fingers personally on the price offered for each used appliance, the successful dealers studied have individual methods of control.

Salesmen Trade With A "Guided" Free Hand

The salesmen for Wiseman's Appliances, Berkeley, Calif., make their own appraisals, too. Yet their trades are kept in line by owner Sol. Wiseman: 1. Every salesman for Wiseman's several stores is well trained in the costs of reconditioning used appliances by Wiseman's service manager Pete Taylor; 2. On every used appliance he accepts in trade, the Wiseman salesman attaches a form on which he states that "I have inspected this trade-in. I estimate the resale price to be \$—. I estimate the cost of repairs and reconditioning in order to get the above price to be \$—." The salesman signs this form; 3. Every day as the trades arrive at Wiseman's reconditioning plant in Richmond, manager Taylor makes his own scrutiny and estimate of reconditioning costs and resale value, and compares the results with the salesman's statement. A series of overtrades, a pattern that shows the salesman is using bad judgment or is over-eager for the new appliance sales brings a conference at which Taylor or Wiseman brings the salesman back into line. Commission is paid only on net sale price.



SALESMAN Tom O'Malley of Wiseman's Appliances is free to make his own appraisals, but all of the staff is kept up to date on the costs of reconditioning.



O'MALLEY'S appraisal goes to Wiseman service manager with the old appliance. Over trades will bring the salesman back to the service plant for a "briefing".

Salaried Salesmen Share an Interest

Salesmen for Baker's, Long Beach, Calif., work on salary, sharing annually in the profits of the concern's million dollar business. Experienced, dependable men with far above average length of employment, they are given practically a free hand in estimating the value of used appliances offered the concern in trade. This growing practice in the appliance business, the salary plus profit sharing basis for salesmen, makes the salesman as careful as the owner in buying a used appliance, for he has an interest in the long range profit.

BEGINNING with a blue book offer, one of Baker's salaried salesmen will move up if necessary, but only until a 31 percent gross remains in the new appliance. After that, examination of the old appliance.





SALESMAN Denny Madden of Harrington's was free to make his own appraisal on this trade-in, but it was done with realization that he will share in loss as well as profit, so he keeps in close touch with service men and their opinions.



THE COSTS of reconditioning, delivery, and other expenses related to the preparation of the used appliance for resale will be charged to salesman Madden as well as the basic price paid for the used appliance in the trading.



WHEN the reconditioned appliance is sold, a 12 percent commission is paid the salesman at Harrington's and it is charged to Madden. If Madden sells it above, he gets the commission in addition to 50 percent of the net profit.



IF THE reconditioned appliance doesn't sell in 30 days, store manager Julien, left, will lower the selling price. If the final selling price results in a loss, trader Madden would have to share the loss with Harrington's.

These Salesmen Share in the Profit or Loss

Harrington's Appliances, San Diego, long has had an enviable record for success in its relations with salesmen. Contributing to the good relationship that has made salesmen stick with Harrington's and vice versa is a mimeographed book which has been prepared by owner Jimmy Harrington and partner-manager Harry Franz. In this book every possible relationship between the salesman and the store is defined clearly and completely. The responsibilities of the salesmen as well as those of the dealer, are stated, including the part that each takes in the value given to a used appliance accepted in trade.

"Salesmen make their own appraisals on trade-ins and, to some extent, participate in profits or losses derived from the sale of same. The description and cost of trade-ins are posted to a salesman's stock book following each transaction. To this figure is added the cost of repairs necessary

to put it in saleable condition, plus 12 percent sales commission, plus delivery fee, plus any service expense incurred during a 30-day period after its delivery. Any profit or loss resulting from the sale of said trade-in is shown in salesman's stock book and is shared equally by house and salesman (50-50) except when loss exceeds 5 percent of sale. (If the loss incurred exceeds 5 percent of the gross sale, the salesman assumes all the loss beyond the company's 24% share.) Salesman's share is payable 45 days after delivery or first payday thereafter. However, at the option of the management, trade-ins which are not solid before the commission on the original deals are payable, and which, in the opinion of the management are not worth the amount at which they have been traded, may be devalued so as to provide a 50 percent mark-up when eventually sold. Any such devaluations are conducted by the manage-

ment to the best of its ability and experience. Any losses involved in such devaluations are shared alike by house and salesman (50-50) and the salesman's share of loss is deducted from first pay check following date of devaluation. It is, of course, understood that when the trade-in is eventually sold, the profit or additional loss, if any, is again shared by house and salesman alike. (Price tags placed on the trade-ins are coded to show the total cost.) Any trade-in which is sold and then returned for any reason whatsoever, within 30 days after delivery, reverts back to the salesman who made the original trade."

Put into practice in conjunction with Harrington's excellent reconditioning facilities, used appliance display, advertising and promotion programs, this plan forms a firm foundation for a very profitable arrangement for both the dealer and the salesman.

Controlled Trading—and a Reward for Ability

A profitable business grossing more than \$100,000 in used appliances as a supplement to a million-dollar-plus new appliance business requires a close working arrangement between General Appliance Co., San Jose, Calif., and its salesmen who negotiate trades in what has developed as a very highly competitive trading market. Partner Larry May operates on a relatively simple basis. His salesmen receive their commission on the net sale of the new appliance, after the cost of the trade-in has been deducted. In making the appraisal, the salesmen are permitted to trade as high as 10 percent of the gross price of the new appliance, or the Blue Book value of the used appliance, whichever is higher, on their own. Above that, they must

consult with one of the May brothers or their store manager to get the top price.

Because they are on a commission-on-net basis, the General Appliance salesmen have an interest in keeping the price on a trade below the 10 percent. But they have another reason which Larry May has found very effective. Each month, the sales of each man are analysed and a figure is pulled out—a percentage, representing the amount paid for trade-ins compared to the gross volume of the new appliance sales. The salesmen with the lowest percentages get a very healthy bonus in dollars—the men with average percentages are encouraged—the salesmen with the higher percentages get—well, they have to listen for awhile.



A "BLUE BOOK OFFER" starts salesman Al Kagel of General Appliance Co., San Jose, on a trading dicker with couple wanting a new refrigerator. Kagel's commission will be on net sale.



IF THE prospect insists on more than blue book, or has a used appliance with good resale value, salesman Kagel is authorized to trade as high as 10 percent of the gross price of the new appliance.



SHOULD Kagel's maximum offer not close the deal, he will call in management, the store manager or one of the partners like Larry May, above, who will consider the deal on its individual merits and decide how far the store can go.

The Service Manager Helps the Decision

For the nationally-known dealership of Carl Hagstrom, General Appliances, San Francisco, a \$250,000 operation permits close attention to each used appliance considered in trade. NARDA official Hagstrom has never deviated from the idea that the man most competent to judge the mechanical condition and the cost of reconditioning is a trained service man. So, on every deal that requires an offer above Blue Book value, the General Appliance service manager or a serviceman makes a visit to the prospect's home and fills out a complete report on the condition of the used appliance. This report goes to Hagstrom who makes the final appraisal for the salesman after considering the other factors involved in the individual transaction.

Use of a service man or the service manager of the physical examination of a used appliance has proven valuable to General Appliance and other dealers who use this method. Presumably, the dealer will get the most accurate possible report on the condition of the appliance and the cost of

reconditioning it. Also, the action of a competent serviceman testing a used appliance with a volt-watt-meter, thermometer, and otherwise giving a professional "diagnosis" of the appliance in the presence of the owner can be very convincing in showing the true value of the appliance. The owner seems more willing to accept a serviceman's report on the condition of the used appliance than a report made by an examining salesman, who, the owner believes, is interested only in getting it cheap so he can make a bigger profit.

Some dealers, however, point to weaknesses in using a serviceman as a part of appraising. They claim that most servicemen are not trained in handling the owner if any discussion of the sale comes up during his visit, and that the wrong attitude by the examining serviceman can easily break the sale.

For General Appliance Co., San Francisco, with close control by the owner, salesmen working on a salary plus profit sharing basis, and with a service staff well-trained, experienced, and also on a salary plus profit share, this method is satisfactory.



WHEN A NEW appliance prospect at General Appliance Co., San Francisco wants more than blue book, salesman will refer to service department.

This Specialist Can Appraise—and Sell

Owner F. J. Niederauer of Western Appliance Co., San Jose, Calif., knows that his competition gives his organization little chance to make a second or third call back on a new appliance prospect, while trying to decide on the value of a trade-in offered. Yet Western Appliance is one of the tradin'est dealers in northern California, as well as one of the biggest outlets for reconditioned used appliances (moving between 200 and 300 used appliances a month). This organization's million-dollar-plus business is based wholly upon bringing new appliance prospects to the store through a very extensive advertising and promotion program. As a result, explains Niederauer, the salesmen must be kept on the floor, not in the field making appraisals.

The key to Western Appliance Co.'s ability to keep salesmen on the floor and yet examine the used appliances that are the means to its large volume is a bright, well-trained and well-educated young man, N. E. Healy, who fits into the organization as an "appraiser-closer". Confronted with

a prospect who demands more than the blue book evaluation for an old appliance, or on a deal that doesn't involve a flat trade offer, the Western Appliance salesman turns over complete details of the transaction to Healy. Young Healy, technically-trained, service-experienced, and a practiced salesman, takes his MG sportscar, or Mr. Niederauer's Jaguar for the visit to the prospect's home. There, after an examination of the appliance, he figures the costs of reconditioning, the potential resale price, the spread if any in the new appliance being purchased, and has an offer for the prospect. But unlike most other appraisers, Healy is prepared to sit right down with all necessary sales material and close the sale.

The record shows that Healy handles up to 15 appraisals a day—and that he closes the sale there in the home in one of every four calls. The other sales are not necessarily lost, for the prospect may have to wait for husband's approval or may wish to go back to the store and conclude the deal with the original salesman.



PLANNED to keep its salesmen on the floor for selling and yet to provide quick appraisal and closing, Western Appliance has salesmen turn over appraisal information to specialist N. E. Healy, left.



IN A PROSPECT'S home, Healy uses special technical and service training for accurate estimate on maximum value of old appliance, coordinates this with knowledge of the new appliance involved in the deal, to make maximum offer to prospect.



RIGHT THEN and there, Healy becomes the new appliance salesman, prepared with the material and the knowledge and experience to attempt a closing of the deal which the other salesman started. He closes 25 percent of his calls.



IN THE HOME, the serviceman will use instruments for an operational check on the appliance, and will examine for appearance, filling a special form which will go to owner Carl Hagstrom for final decision on maximum trade-in offer.



FOLLOW UP by the General Appliance salesman will try for the close, using up to the maximum decided after examination. With management, salesmen and servicemen on salary, profit sharing basis, the system becomes teamwork.

2. Reconditioning Makes Trades Sell Faster At More Profit

BETWEEN the realistic appraisal policy and the smart merchandising technique that characterize the operations of the dozens of dealers studied for this industry report, there lies the important "backroom business"—the reconditioning that these dealers consider absolutely necessary to enable them to handle trade-ins profitably. But, should the dealer who doesn't consider his own handling of trade-ins satisfactory or profitable consider installing a reconditioning plant or improving his present facilities as one of the steps toward a more profitable daily meeting with "the trade-in problem"? Should he consider the expense of buying more equipment, maybe adding another man to the payroll, carrying a larger stock of parts, putting more cost analysis and inventory control on the office girl, just so he can offer reconditioned and guaranteed appliances on his sales floor?

The consensus of these dealers is that there is no other solution if they want to keep operating profitably in a market that makes acceptance of trade-ins necessary. Some dealers point to the value of reconditioning in the re-sale of the trade-in. A customer may pay up to three times as much for an appliance as was given for it in trade—paying it willingly because the appliance is bright and shiny, clean and odorless, and is guaranteed to work satisfactorily. Other dealers think first of reconditioning in its relation to their new appliance business, with the dealer and his salesman selling profitably in a competitive market because a good percentage of the trades can be sold reconditioned at more than their cost, leaving a full mark-up on the new appliance sold.

Behind those considerations are other reasons in favor of the dealer reconditioning as many as possible of the appliances he takes in trade. The appearance and running condition of all new appliances on the sale floor is the same, fresh from the crates with new paint, chrome, rubber, plastic and metal. Design and features, plus the manufacturer's reputation and guarantee, are the comparable points that enter the decision to buy. Dealers with successful used appliances operations point out that on the used appliance sales floor the situation is practically reversed. Appearance and running condition become the comparable points, with the design and features secondary or incidental. The brand name drops in importance, the manufacturer's warranty no longer exists. Into the scene has come the dealer; his store name—more important than the brand name, and his reputation alone backs up the guarantee. As a result, say these dealers, only a well planned program for reconditioning and guaranteeing used appliances can get the average dealer into that market condition profitably.

But the decision to recondition trade-ins is only the first step. The dealer must decide to what extent it is practical for him to recondition, and how far he can or should go in investing in equipment and facilities. These are decisions that may have to be reconsidered by dealers who now are reconditioning, but who feel that it is

not a satisfactory or profitable function of their business.

From its studies of successful dealers' reconditioning operations, ELECTRICAL MERCHANDISING presents a photostudy of those factors requiring decision and action by dealer management:

How Far To Go In Reconditioning

"I think that we and other dealers who're doing well in reconditioning our trades are a happy medium. We don't do too much, nor too little," comments one dealer when asked just how much reconditioning the dealer should do in order to make his re-sale of trade-ins a profitable business. "There's some I've seen who think they've reconditioned an appliance if they've gone over it with a damp rag. And I know a couple that have bought brand new sealed units for refrigerators that won't bring \$99 with a free turkey thrown in. You've just got to know when you've gone far enough to get the best price for the appliance, and you've got to be willing to junk one that's not worth fixing—even though you were fool enough to give somebody \$50 for it in a trade."

Because every appliance has had a different experience, it needs special attention and an individual decision by the service or reconditioning manager. But every dealer in the business has established a routine of reconditioning which applies to the average appliance and is adjusted to individual needs. As near as it is possible to select an average routine among the dealers studied for this report, it is that practiced by Asbill's, Modesto, Calif. The Asbill brothers have built a very successful business, one of the largest appliance-TV operations in the San Joaquin Valley, through promotion, selling and service. With their efforts directed mainly at the large middle-class and farm worker groups, particularly those who came into the Valley from the central South and the Southwest during and after the war, Asbill's must depend for its success and future growth from its ability to provide good merchandising at reasonable prices to this particularly shrewd group of customers. Therefore the concern is bound to be extremely careful in its reconditioning—interested in doing everything necessary to produce the used appliances that will attract and please its market, and equally interested in doing nothing unnecessary that would run the appliances a few dollars up and out of the market. Therefore, the Asbill procedure represents neither a minimum nor maximum reconditioning effort. Instead it is an intelligently conceived and practically executed routine that produces good used appliances that can be priced right, sold with a guarantee, and expected to build the dealer's reputation in his market area.

Basic Steps in Reconditioning A Refrigerator

REPAIR IF PRACTICAL



SIMPLE motor repairs will be taken care of by Moore if motor warrants them, with brushes, armature, condenser getting repaired or replaced if necessary. Complete overhaul and rewinding is impractical.

CLEANING IS A MUST



NOW IN good mechanical and physical condition, only the visual and nasal remembrances of the past owner have to be removed. Mild detergent, scotch cleanser, water, sponge and elbow grease are the tools.

CHECKING CONDITION



TAKING a traded-in refrigerator from the waiting line into the service department, Asbill's specialist Frank Moore plugs it in, sets up remote thermometer to check effectiveness of unit on a 24-hour test run.



IF ASBILL'S finds the operation unsatisfactory, Moore uses his combination gauge to check pressure of refrigerant. If a sealed unit, Asbill's would decide if age and condition warranted buying rebuilt unit.



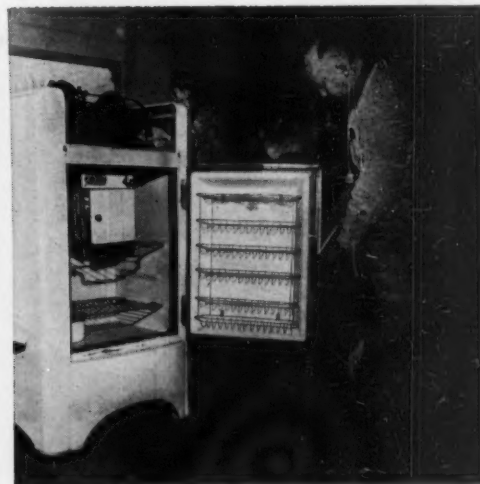
ELECTRIC motor is checked with meter. If the motor is "shot", Asbill's can replace it with either a rebuilt motor, or with one in good condition taken from another open front refrigerator that was junked.



WITH THE MOTOR back in place, Asbill's specialist recharges the unit, with an expression that shows it uses sulphur. This work is done in Asbill's service department as fill in between customer jobs.



MINOR repairs to the box come next. If Asbill's can't find a hinge from a unit previously junked, it will order one. The large parts inventory is mostly for service work.



THE DOOR gasket on at least half the refrigerators will need replacing, the door lock will need oiling and adjustment, so will the alignment of the door of the evaporator; minor details that improve saleability.

REFINISHING RETURNS MORE THAN IT COSTS



OUTSIDE the refrigerator a mild solvent is necessary to remove parts of the old gasket that have stuck to cabinet. Solvents, or strong cleaners containing ammonia leave unpleasant odor inside the box.



IF THIS refrigerator has resale value, and there is any defect on the exterior or discoloration, refinisher Sherman Brooks will start preparation using simple tools—hand and power sander, steel wool, brush.



BROOKS goes over all the shelves with a steel brush on a 1/4-in. drill. This is all that is needed for shelves of late model refrigerators. Sander is air driven, oscillating type.

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GOOD resaleable feature, finds Asbill's, are repainted shelves for older refrigerators. Above brushing, Brooks prepares them with a rust inhibitor, then quickly sprays them with white Duco.



EXTERIOR is prepared for spraying. A room within the service shop, explosion proof lighting and exhaust fan, masking tape, old newspapers, sharp pen knife, good spray gun are refinishing musts.



FOR SALE, reconditioned and guaranteed refrigerator, \$99.95, says partner Shep Asbill, right, with confidence that the customer will get money's worth in a good looking, clean, soundly working refrigerator.

There's A Routine for Washers, Too



ASBILL'S decision to recondition or junk this traded in MW washer comes after thorough operating check by washer specialist Charles Sligar. He checks motor, agitator action, pump, and gears.



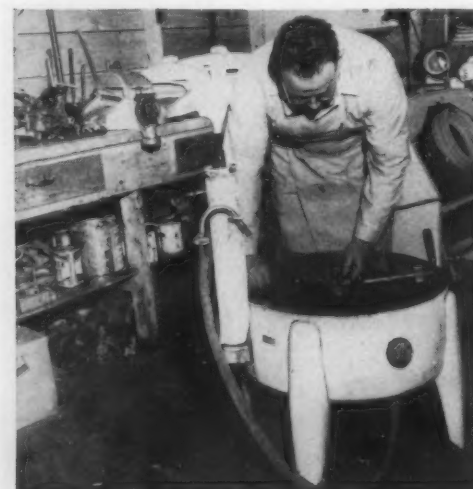
DECIDING it worthwhile to recondition, Sligar checks for those actions which will be satisfactory if properly adjusted, tries wringer for pressure, safety action, moveability and noise.



REPACKING wringer gears is standard procedure that means less in selling than in later satisfaction to customer and prevention of service calls on the guarantee. Physical check on gears is also made.



ESSENTIAL is removal of center post and tub on older models to permit renewal of the seal and usually, as above, the agitator shaft as well. Salvaged or repaired motors are in stock if needed.



WRINGER rolls, if in good condition, are put in perfect appearance by simple action of holding sandpaper strip against them while on the lathe. If too bad, new ones are worth the cost.

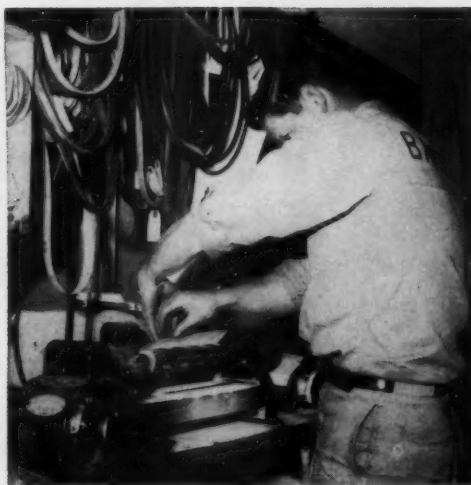


REFINISHING process is same procedure as for refrigerators or other appliances, except for use of a porcelain speed cleaner on the tub, and the use of solvent in spray gun to attack accumulations of grease.



FULLY reconditioned and guaranteed, M'am, says this Asbill salesman as the old MW washer joins similarly reconditioned washers in a display that is eye-appealing, in condition that is confidence gaining, and at profitable prices.

Reconditioning Ideas From Other Dealers



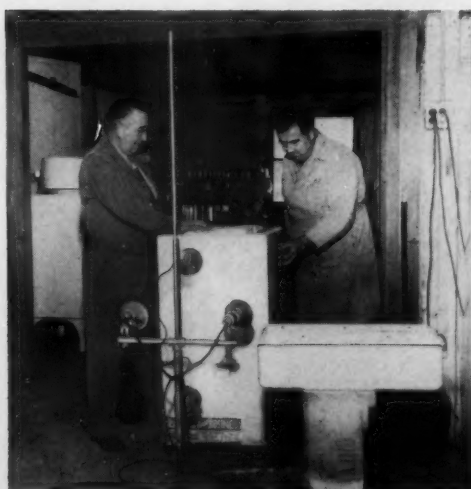
COVERING wringer rollers on reconditioned washers is a finishing touch at Baker's, Long Beach. After resurfacing, using coarse file on roller while it turns on special lathe, red and green paper is taped on.



PERMANENT smell remover is this live steam bath which Baker's uses on refrigerators being reconditioned. Box can now be displayed without cooling and not pick up an objectionable odor.



INSTEAD of enclosed spray room, Baker's handles big volume of refinishing with this open-face, professional metal booth containing exhaust system that keeps spray from spreading through the room.



SIMPLIFIED spraying facilities at Gordon & Silva, San Jose, permit satisfactory results where volume is smaller. No booth is used, just open area in shop. Portable bank of heat lamps is especially effective.



MODERN ice cube trays, like these quickcube trays being pointed out in a reconditioned refrigerator at Whitney's, San Diego, are an inexpensive addition to every reconditioned refrigerator.

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How Far to Go with Reconditioning Tools

Most of the dealers who report a successful business in reconditioning trade-ins have facilities which are but an extension of their regular service department. Only for the refinishing process has additional investment been necessary—and as has been shown in the pictures at Asbill's, and in the ideas from other dealers, the refinishing facilities are not necessarily elaborate nor expensive. The facilities of most of these dealers have "just grown" as volume of trades and success in selling used appliances warranted.

The facilities and equipment pictured before were described as average—those being used by dealers doing an annual retail sales volume of between \$75,000 and \$100,000 in reconditioned appliances. However, as in everything, there is a practical minimum and a potential maximum as well as the average. Many dealers showed that they are reconditioning profitably as many appli-

ances as they take in by adding to their service facilities one of the "kits" suggested by their new appliance manufacturer. One of these kits made available by a manufacturer (Frigidaire) at a cost of \$86.25 to the dealer, consists of:

1/2 hp compressor & spray gun	1 qt. rust inhibitor
1 pt. primer paint	1 pt. germicide
1 pt. rubbing compound	12 sheets, wet/dry sandpaper
1 pt. surface renewer	1 gal. lacquer thinner
1 can freezer wax	1 qt. black duco
1 jar porcelain speed cleaner	1 roll masking tape
1 can tray wax	2 pts. white duco lacquer
1 porcelain patchkit	Instructions

By any acceptable standards that represents the minimum which any dealer uses to produce appliances that can be called "refinished". However, in almost every metropolitan area and in some smaller market centers, there are dealers whose business in used appliances grows beyond the capacity of average facilities to keep the sales area filled. Because these dealers intend to keep their new appliance business increasing they must be

able to handle the trades profitably. So, across the nation, a half hundred or so dealers have developed "reconditioning plants."

One of the finest dealer owned and operated appliance reconditioning plants in the country is that of Wiseman's, Berkeley, Calif. Located in the nearby industrial city of Richmond, the plant reconditions appliances for sale at Wiseman's several stores. Representing an investment of more than \$100,000 by owner Sol Wiseman, it enables his organization to do a profitable 1/2 million dollar volume annually in used appliances. And it enables Wiseman's salesmen to compete favorably in a trading market—which they do to a new appliance volume of well over a million dollars a year. It gives Sol Wiseman a chance to meet profitably the demand for used appliances which is increasing rapidly in that fast growing section of the San Francisco-Oakland East Bay—meeting it by buying up other dealers' trades, usually in carload lots east of the Rockies.

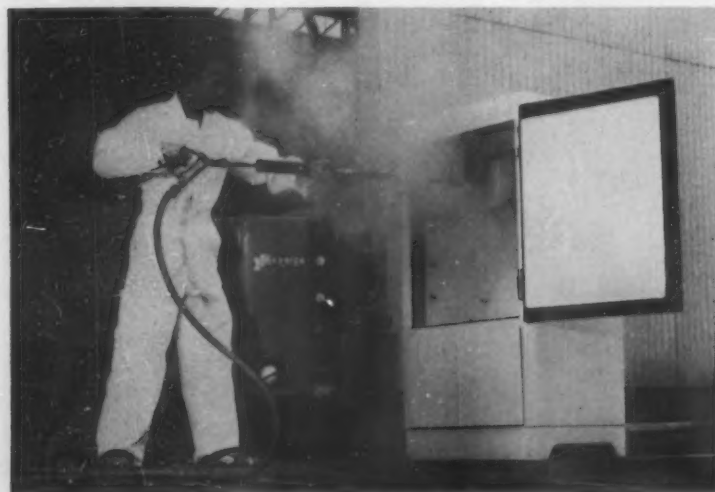
ELECTRICAL MERCHANDISING provides here a phototour of this example of the maximum effort by a dealer to develop the facilities needed to meet the volume he desires in reconditioned appliances.



SELF EXPLANATORY picture of the size of the used appliance reconditioning operation of Wiseman's Appliances. In the foreground, reconditioned appliances ready to go to any of Wiseman's stores to keep all sizes and prices in displays.



TESTING area for refrigerators at Wiseman's provides outlets on conduit suspended from ceiling, with wiring planned so that full line of 32 refrigerators can be put on test runs without voltage drop which make test inaccurate.



STEAM CLEANER is "worth its weight in gold" says Wiseman's service manager Pete Taylor. Present one replacing above is Kelite high volume steam cleaner, costs \$680, is particularly useful in cleaning electric and gas ranges.



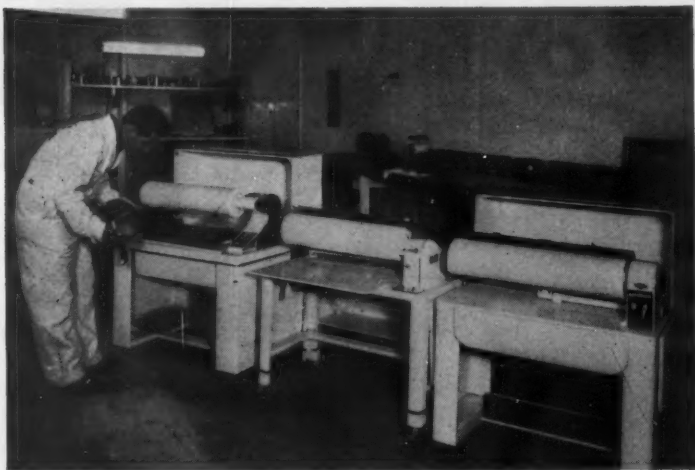
COMPLETE repair department is part of Wiseman's service operation, has sufficient space to enable servicemen to leave a reconditioning job, work on rush service, then return without needing to move appliances or clean bench.



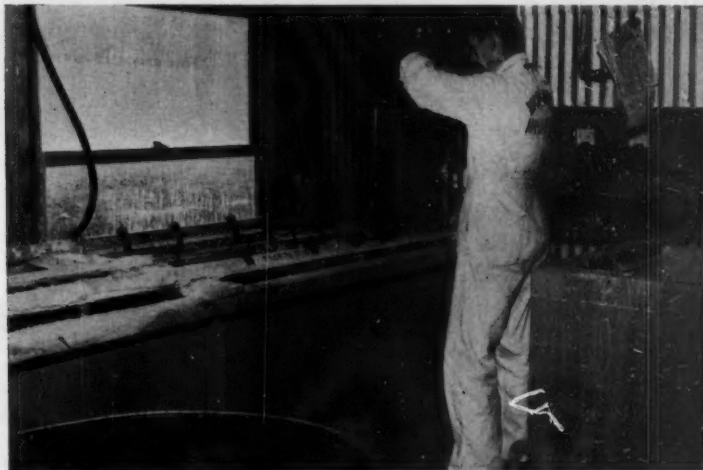
PARTS department supplying Wiseman's reconditioning plant carries \$8,000 parts inventory, yet no attempt is made to keep "one of everything" for reconditioning is a process that costs nothing because of short wait for delivery.



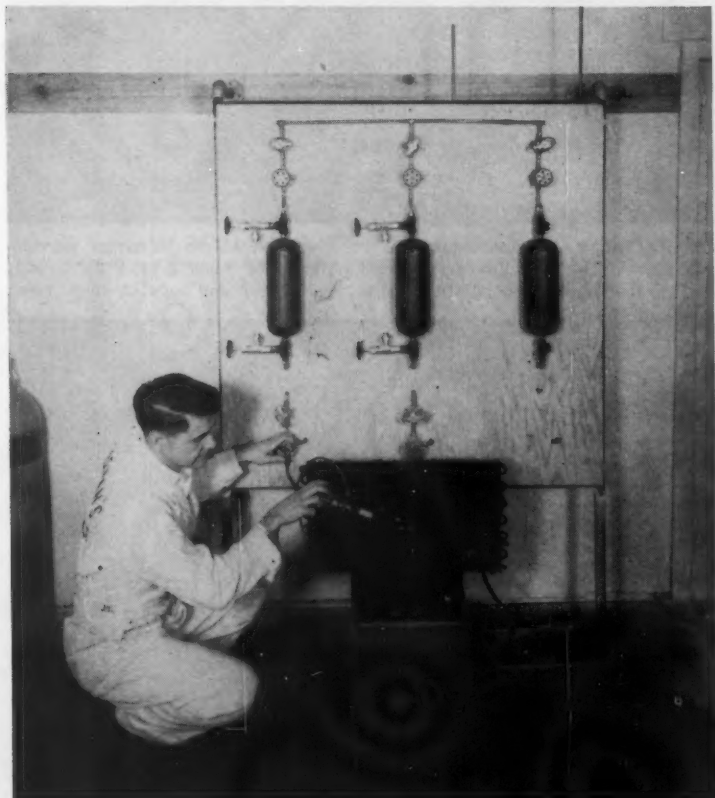
REFRIGERATION repair department for overhaul of both open units and sealed units, includes facilities for work on compressors, motor repair and rewinding. Left, special pipe bench for holding units during tests.



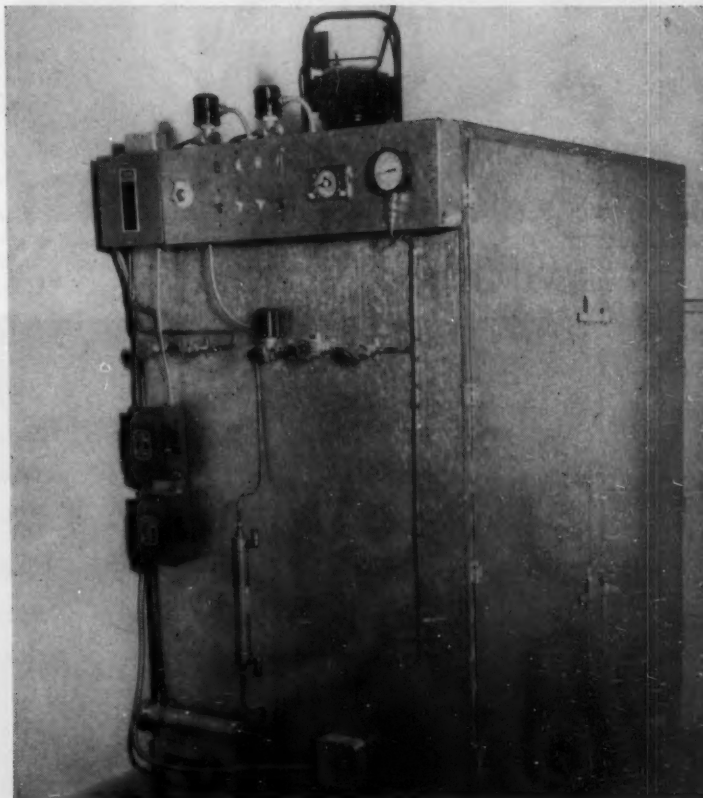
SPECIALISTS are part of a reconditioning operation as big as Wiseman's. One with special knowledge of ironer transmissions of all makes, above, is shown; others know refrigerator units, motors, automatic washer timing or transmission.



ONLY VOLUME can warrant \$18,000 cost of a plating plant. Wiseman's recently installed one to zinc or cadmium plate metal parts (only small part of plant shows in photo). Hardware, shelves, etc., receive a satin finish "brand new" look.



BIG MOVE for any dealer is handling of sealed refrigerator units. Wiseman made step when volume warranted. Necessary is a charging panel, minimum cost, \$70. This one at Wiseman's cost \$150, pre-cools gases so charging is done with liquid.



OTHER ESSENTIAL for handling sealed units is baking equipment. Many are available or can be built. Wiseman's volume warrants this \$200 job that is thermostatically controlled, has automatic clock that turns off heat, seals line.

MORE ➔



PRODUCTION LINE handling 45 appliances a day, is possible because of the mechanical facilities that support it. With appliances moving on dollies on steel track, each worker has special reconditioning responsibility.



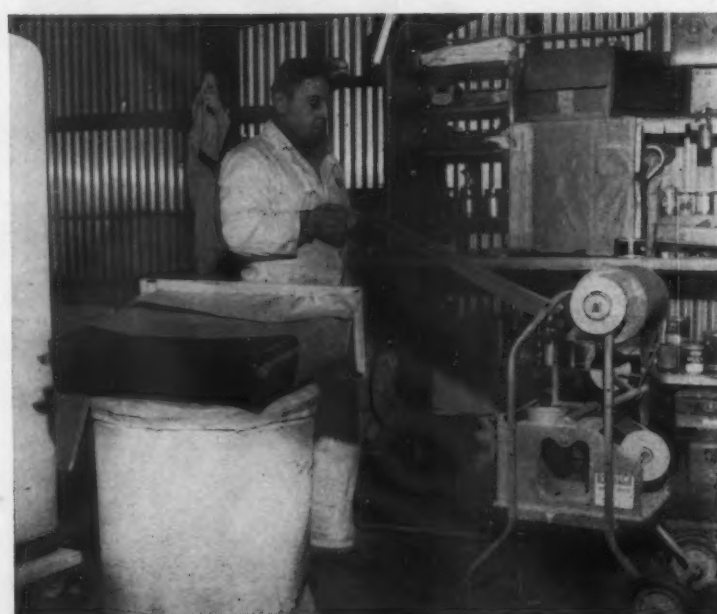
SPECIAL DOLLIES on wheels for the track have been made at Wiseman's to facilitate handling of various parts that are repaired, serviced or painted. The above holds refrigerator doors, washer covers, etc.



AIR CLEANER, available from compressed air piped through the reconditioning shop, enables servicemen at any time to clear away unwanted material as well as to prepare for painting. Good lighting has been installed in area.



RECONDITIONING operations at Wiseman's are speeded by use of special track developed by manager Taylor. Rails and wheels are those used in overhead mono-rails, dollies are Wiseman made. Plant has two lines of track in use.



COMMERCIALLY available equipment becomes part of the Wiseman reconditioning plant. This special holder for masking tape and paper is made by "Scotch Tape" primarily for auto painting shops, feeds paper and tape at same time.



PRODUCTION SPRAY line. A standard automotive spray booth, costing \$3,000, enables Wiseman's to run appliances in on tracks at right, spray on turntable, and by the time line, left, leaves booth, the appliances are dry.

Getting the Most Out of Junks

The latest national survey by ELECTRICAL MERCHANDISING shows that the average dealer accepting trade-ins is forced to junk 14 percent of the freezers, 28 percent of the refrigerators, 23 percent of the ranges, 37 percent of the washers. The dealers studied for this industry report—dealers selected because they are doing a profitable business in trade-ins through careful trading, reconditioning, and aggressive merchandising—report that their percentage of junks at less than one half the national average. For example, at Harrington's in San Diego, only 9 percent of the 220 trades taken each month have to be junked—and in disposing of the junks, the parts department is debited \$5.00 for what it is expected to salvage from each junk.

How some of these successful dealers are handling the problem of those trade-ins which are not worth reconditioning, is seen in this picture roundup.



SELL THEM. At Gordon & Silva, San Jose, Calif., the appliances which work satisfactorily but which are not worth refinishing, are given the open air treatment at bargain prices, serve also to lead prospects to better stock which is displayed in warehouse-showroom, rear.



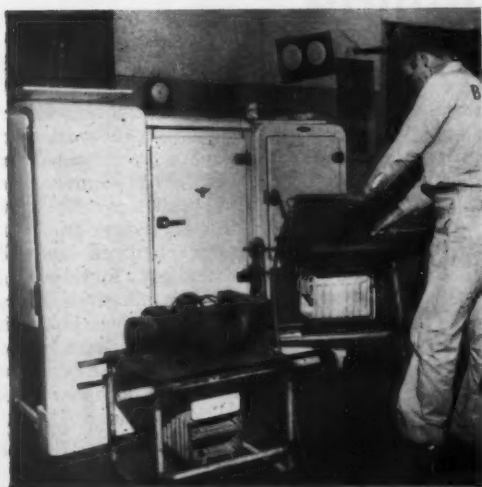
SELL THE METAL. At Gordon & Silva junks are literally broken up, above, taken to junk yards classified, getting much higher prices.



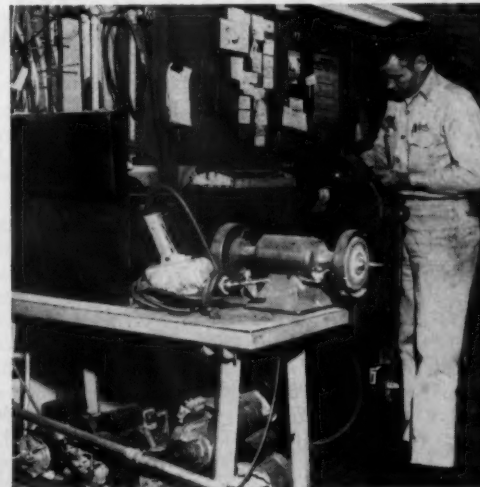
MAKE 8 FROM 10. At Wiseman's, appliances of a kind are stockpiled, then moved into reconditioning line in bunches. Klunks provide salvagable parts.



SALVAGE. The most common use of junks by those dealers who recondition is salvage of those still usable parts of an appliance that can't be reconditioned.



EXCHANGE. Baker's, Long Beach, Calif., has an arrangement with a local repair service to turn in dead sealed units on rebuilt ones.



REPAIR FOR USE. At Baker's the concern repairs and tunes up the motor-transmission units of bolt-down automatic washers for use in its service department.



REPAIR FOR SALE. Gordon & Silva, San Jose, Calif., strip and repair the motors from junked washers and refrigerators and sell them to the trade and to individuals.



COST PER SQUARE FOOT of using a converted warehouse instead of the higher overhead main street location of the new appliance store is only one of the reasons Gordon & Silva has its entire used appliance operation located in this building on the side street shown in the picture above.

MANAGEMENT by a specialist, W. H. Skeen, right, to whom the success of its used appli-



A SIMPLE DISPLAY without the frills that might scare prospects with limited funds is possible in

3. The Payoff Comes With Smart Selling

IT is the consensus of all the successful dealers studied by **ELECTRICAL MERCHANDISING** that their success with used appliances is materially helped by the general inattention being given to this market by other dealers. As one astute merchandiser of more than a quarter of a million dollars worth of used appliances each year said: "You asked about competition in this business. If you mean in 'trading', there is very stiff competition. If you mean in selling good used appliances, there is very little competition. Even now when they have to handle trades in order to do any kind of a white goods business, most of the dealers just don't see the big market there is for these appliances when they've been fixed up. Some of the dealers

around here do fix up a few of their trades, but they do a very poor job of what your magazine calls 'merchandising' them. Sometimes I think they feel it is undignified to have a used appliance department—or they're scared to try it. Of course, now, I'm not complaining. When all the fellows get religion, I won't be able to drop around every couple of months and pick up the choicest of their trades for a lot less than Blue Book. And I'm doing that right now so I'll have enough refrigerators for the summer."

A Perpetual Market

For the dealers with display and promotion facilities, the market for reconditioned used appliances is increasing yearly. There is good indication

that it will continue to increase, even if there is a temporary leveling off in new appliance volume. As much as the industry would like to feel that it has new appliances "for every pocket-book", it is obvious that there is a large group in the country for whom the cheapest new appliance is too expensive. It is not necessarily that 40 percent or more of the nation's families which have less than \$3,000 a year income that creates the market for reconditioned appliances—it is also a good chunk of the middle-class families which are squeezed, not only by living costs but also by their desire for a full house of appliances. Dealers in this study showed evidence of such sales as this: a family interested in a \$500 refrigerator decided in favor

of taking a reconditioned post-war refrigerator, plus a reconditioned automatic washer and a repossessed dryer. For a little less than \$100 more than they intended to pay for the new refrigerator, this family got an up to date refrigerator, replaced an old wringer washer and got a much-needed dryer. The dealer made more money on the transaction, and he says this is only the beginning. In a year he expects to sell that family the big, new refrigerator by offering full price back on the reconditioned one.

TV Helps Trade-In Sales

Very important in increasing one dealer's market for used appliances has been the coming of television to his market. "When a family's refrigerator



once business is his full responsibility instead of a sideline, builds the business, relieves owners Dick Silva, left, and Bob Gordon.



THE VALUE OF reconditioned and guaranteed appliances can be given full promotion, through such signs above, without conflicting with the displays of new appliances and the use of manufacturer's display material on new appliances.



this separate location, yet its simplicity can in no way interfere with the more elaborate displays of new appliances.

Advantages of a Separate Store

Complete display and selling facilities at locations away from the main appliance store are becoming more popular with those dealers who are looking toward large volume in used appliances. The need for sufficient space to house and display the used merchandise is not the only reason for this trend, though it is becoming a factor for those dealers realizing the full potential of the business. Separate locations are set up more often to move the display of used appliances into a "lower income neighborhood" where the demand is greater, and where space can be rented for a price more in line with the unit price of the

goods which are being displayed there.

The long established dealership of Gordon & Silva in San Jose, Calif., has been using a separate location for all used appliance display and selling for more than two years. Originally a warehouse building, the facilities have been improved only enough to provide a clean and simple display area. The management believes that the use of this separate location, only two blocks from the Gordon & Silva store, has been the major factor in the concern's more than doubling its used appliance volume. Several advantages of having this separate store are shown here.

or washer breaks down completely, they just have to have a replacement. Maybe they normally would buy a new one. But they've got to have a TV set, or they just bought one with what cash or credit they had. So our very nice display of used appliances becomes very attractive to them. Maybe they figure this way—if the washer washes, it's good—if the refrigerator is cold, it's good—but the TV, not only does the family have to look at it for hours, they have to show it to their friends."

One manufacturer's program for dealers lists seven good markets for used appliances—low income groups, newly-weds, summer residences, institutions, apartment house owners, business offices and establishments, food handlers. These classifications were listed as those to which the dealer should promote his reconditioned appliances. One of that manufacturer's very successful dealers describes the used appliance market more briefly:

"There's lots of people who need appliances they haven't got—others want appliances better than what they've got—and none of them's got much money. So we sell them the best we've got for the money they've got."

Characteristics of the Used Appliance Market

Dealers who are making a profit by active merchandising of their reconditioned trade-ins have long since learned the basic differences in selling the used and new appliance markets. As reported to **ELECTRICAL MERCHANDISING** in this study, successful dealers emphasize that:

- The dealer must remember that he is "on his own" in reconditioning and selling used appliances. In his new appliance business he is an outlet for a nationally advertised brand, and he is backed up by that brand's manufacturer and distributor. His used appli-

ance business will include every brand name in the industry, including many which have passed away or changed hands. The used appliance customer knows that too. The customer knows that the used appliance is as good as the dealer who sells it—knows that there is no reversion to manufacturer or distributor. Therefore the dealer has to build a local reputation for the quality of his used appliances, and for the sincerity of the guarantee he puts on them.

- To promote business for his used appliance department, the dealer knows that it is up to him. Unlike his new appliance business, there is no nationwide advertising and promotion schedule which is going to send people into his used appliance department to ask for a particular brand or model. While there has recently been some manufacturer effort to identify dealers with reconditioned appliances—and much more is anticipated—the dealer

will still be on his own when that promotion-engendered business comes to the store. He will still have to show through display and promotion that he is one of the dealers involved in the promotion—and he will have to try to have locally close to what the sponsoring manufacturer sets as an ideal national used appliance store.

- The dealer in used appliances knows, or soon learns, that used appliance buyers are "proud people"—they will not stand for a cold treatment from a salesman just because they wish a used instead of a new appliance. The purchase of a \$99.00 used refrigerator is just as important, if not more so, than the purchase of a \$499.00 new refrigerator is to another customer. While all successful dealers have the same approach, it has been expressed most clearly in the advice of Frigidaire to its dealers: "Used appliance prospects should be greeted with the same courtesy and consideration as a prospect for



THE IMPORTANCE of the dealer's reconditioning and service facilities, of value in getting full price for used appliances, is easy to show if, as at Gordon and Silva, the separate store adjoins the service department.

EXTRA USE of the separate store for Gordon & Silva is to provide an outlet for repossessions, obsolete models, and other new appliance stock which sales manager Yoakum, right, wants to clear at lower price away from full price displays.



a new appliance . . . the used appliance salesman should be proud of his merchandise . . . if a salesman starts demonstrating a new appliance to a prospect, and finds that the prospect came in to see a reconditioned appliance, the salesman should be careful not to show less respect for the prospect . . . the salesman should not "look down" . . . he can put the prospect immediately at ease by pointing out that thousands of used appliances are being bought, and that a good reconditioned appliance can give years of service."

• Used appliance prospects are seldom "shoppers". It isn't an afternoon's entertainment for any couple to

"shop" used appliances. Experienced dealers classify every used appliance prospect as a "buyer". Therefore there is no reason not to start closing the sale as soon as the size or price range has been determined.

• The long range phase of the appliance dealers operation comes into the picture in many used appliance sales. Used appliance buyers are quicker prospects for a later sale than any new appliance buyer. Any successful dealer knows that many of the buyers of used appliances are doing it because of a temporary shortage of funds. Newly-weds, families moving to a distant location, others need to get immediately the basic necessities for liv-

ing (our industry has sold them on the idea that a wash board and an ice box are not "basic necessities"). So the used appliances that the dealer sells merely serve to tide the family over until other expenses have been cleared, and new purchases are possible. Successful dealers make this another reason for good treatment of used appliance buyers—for living up to the guarantee—for setting up and promoting a "full price trade-back privilege" on a new appliance within a specified time—and for followup of used appliance buyers by salesmen and direct mail.

While it is true that used appliance prospects, once they have decided on getting an appliance, will go out and seek it, and will in many cases buy

under unfavorable conditions, successful used appliance businesses have achieved their volume status by good displays and sound promotion. But there is no hard and fast rule on which these dealers have based their displays or governed the types of promotions used. The displays of most dealers have grown in the direction that best serves the individual dealership, effected by location, availability of space, type of market served, volume of trades taken, competition, local weather, and many other factors. Here, and upon following pages in a photostudy, ELECTRICAL MERCHANDISING presents a round up of display and promotion techniques as seen at the operations of successful dealers.



WITH USED APPLIANCES away from the new appliance store, the dealer can offer realistic prices for old appliances on trade, without having the prospect see a similar appliance, reconditioned, for sale at three times the offer.





ONLY THE DISTANCE of an archway from the large new appliance-TV department, Whitney's used appliance store is a separate

function where reconditioned and guaranteed appliances can be displayed for variety and selection away from the new goods.

A Separate Store, But Next Door

To the many dealers who use an adjacent, but connected, store for the display and selling of their used appliances, there are reasons as sound as those for a separate location. First, these dealers feel that the used appliance business profits from the traffic built by the new appliance department—that the concern's advertising builds an identity of firm name and location that registers with the used appliance prospects and many will go to that location expecting to find the used merchandise they seek. Secondly, these dealers report that a regular percentage of used appliance buyers come to the store with their initial interest in new appliances. If stymied by the price of a new appliance, the prospect can be swung by a good salesman

into the purchase of a good quality used appliance—if he can keep them in tow. If he has to send them elsewhere, there is much less chance for the business. Thirdly, many of these dealers believe that a small but worthwhile percentage of those who seek used appliances will decide on going up to a new appliance, a move handled more easily when the new appliances are next door.

However, these dealers, having enough space to indulge themselves, believe too that new appliances and used appliances don't mix. By having the used appliance outlet adjacent, displays and promotions can be geared to the used appliances without disturbing separate efforts on the new appliances.



ONE OF THE most beautiful used appliance stores is that of Whitney's, San Diego. Adjacent to the new appliance store, and connecting within, it faces the side street, has its own identity without mixing with the other windows.



AT STORE NO. 1 of Harrington's, San Diego, reconditioned appliances get equal prominence with the new appliances in the front of the store facing heavy

traffic and a bus stop, but the displays are in a separate part of the store. Bigger display at Store #2 faces arterial highway.

Different Ways for Mixed Displays

By necessity or by choice, most dealers have their displays of used appliances on the same floor with the new appliances. But there is no agreement on the best way to do it, and several dealers who operate more than one store use a different method in each.

Consensus of most successful dealers is an arrangement that puts the display of used appliances in a different visual group than the display of new merchandise. They feel that even the best of the used appliances suffer and lose value when the buyer can see a new appliance in the same glance.

Alcove arrangements using natural partitions, or portable partitions like lattice-work, serve many dealers as a sight-barrier which gives the used appliance buyer the impression of being in a separate room. The backdrops of complete kitchen displays have been covered with crepe to serve as a separator between new and used appliances. So have other large new appliance displays. Also, the new appliances themselves are used, Morrison's in Oakland used a line of new refrigerators to form a partition behind which used appliances get a separate display.



USING THE REAR of his Richmond, Calif., store for a used appliance display, Wiseman uses distance to set the appliances apart. New refrigerators, and other new appliances, foreground, are behind a person looking at the used stock.



USED REFRIGERATORS in a group away from new refrigerators and near automatic washers makes prospects at Western Appliance, San Jose, decide between models and prices without influence of the new refrigerator appearance. But for



the display of reconditioned wringer washers, right, Western Appliance mixes them with the new wringers to show their value and move them in preference to new machines so the store can keep taking more wringer washers in trade.



UNUSUAL used appliance display at Modern Appliance Co., San Francisco, puts used appliances in center of floor beside new appliances. System started when new appliances were scarce.



MODERN has continued this mixed display, not only because it moves nearly 300 used appliances a month, but because there are many buyers who seek a used appliance but can be sold a new one.



SALESMANAGER Binkley sells up from the used appliance display to the adjacent new appliances after he has classified a prospect. With a fine reconditioning plant, Modern profits from either sale.

Displays in Several Ways



THE LARGE VOLUME operation of Baker's, Long Beach, Calif., provides for several displays and selling centers for the hundreds of used appliances that pass through its big service and reconditioning center. The front of the service center is one.



A SECOND DISPLAY CENTER is the rear of Baker's main store, where the overhead door swings up to expose the display to side street traffic and for cars that can park in this rear yard.



WAREHOUSE ARRANGEMENT is accessible from both the rear yard and through a door from the new appliance floor. Baker's reconditions and resells trades for a yearly volume of nearly \$100,000.



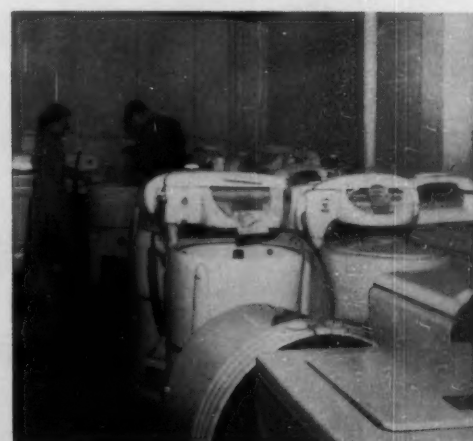
SPECIAL DISPLAY of reconditioned automatic washers at Baker's is kept on a section of the new appliance floor where they move faster and at better prices than they would in the much lower price atmosphere of the used wringer washers.



DIVIDED DISPLAY at Urner's Appliance Center, Bakersfield, Calif., enables a salesman like Howard Welty, above, to classify a used appliance prospect by taking her first to this room where the store displays repossessed appliances, previous models and a very few late model reconditioned appliances. If these are out of her price



bracket, he can take her to, center, Urner's Thrift Shop, further back in the building, where, right, he can sell from the store's full variety of reconditioned appliances. This system enables the store to get satisfactory price for the better appliances by keeping them from the "used appliance atmosphere."



MORE ➔

Other Displays—

Other Reasons



UPSTAIRS, in an attractively decorated long hall, Carl Hagstrom, right, General Appliance Co., San Francisco, meets a shortage-of-space problem with this arrangement for his reconditioned appliances in straight rows.



FACING FURNITURE, in a room adjacent to the new appliances, is best arrangement of used appliances for General Appliance Co. Trade for furniture department is big market for reconditioned appliances.



UNNAMED "clearance outlet" across the street from Modern Appliance, San Francisco, is operated by that store, lends itself to more drastic appeal to price conscious prospects without hurting character of main store.



OPEN AIR "corral" with free parking area beside the new appliance store on a heavily traveled street in Oakland, Calif., gives Drum-

mond's on attention getting display area with the advantage of many easily promoted features.

PROMOTIONS—Catching the Eye of Passing Prospects

"You never know where your next used appliance prospect is coming from—but you know where they're going if you don't stop them, they're going for good," comments one dealer. "And one thing's for sure—you can't go after the used business the way you promote new business. You have to do things like this, whether you hate to mess up the front of your store or not." And he asked for help over the threshold for the reconditioned wringer washer that was being taken to its daily resting spot on that small strip of sidewalk that was legally his. This dealer knew that prospects for used appliances are in the market for only a short time, that the dealer must get them "while the gettin's good" or they will pass on to another dealer.

To get the business of these prospects during the short period they are in the market for used appliances, most dealers have to keep a balance advertising and promotion program—efforts that reach the prospects in their home, catch their attention in

the vicinity of the store, that help at point of sale, and that encourage the dealer's staff to give used appliances the necessary push.

For practically every dealer studied, the need to present a quick, visual sign to passing prospects that the dealer handled used appliances was necessary. And nothing has proven as successful for that purpose as putting one or more used appliances in front of the store. As simple and as age old a promotional method as the barber poll and the optician's big spectacles, the presence of a used washer and refrigerator in front of a store says "we sell used appliances here. Stop if you need one."

But there's more than one way to put these used appliances out front, and other ways to make the front of the store call attention to the stock of used merchandise. Here in pictures is a roundup of ways in which successful dealers are indicating through outside promotional means that they sell used appliances.



"STOPPER" sign facing highway traffic at Belco Appliances, Belmont, Calif., has been effective for many years. The appliance is changed daily. It leads a steady procession of prospects into Belco's display of reconditioned appliances.



COLOR IS TOPS for attention, says General Appliance, San Jose. A group of reconditioned automatic washers, each sprayed a different pastel shade, is booming used washer business at General's downtown appliance outlet.



TWO PURPOSES are served by this permanent display of an old monitor top at General Appliance, San Francisco. It says "we sell used appliances, cheap", and it encourages trade—"if they'd take that old thing, they'd consider ours."



VARIETY DISPLAY of used washers serves best at Western Appliance, San Jose. A volume organization, with heavy promotion to build store trade, Western finds this larger display will stop most prospects.

MORE →



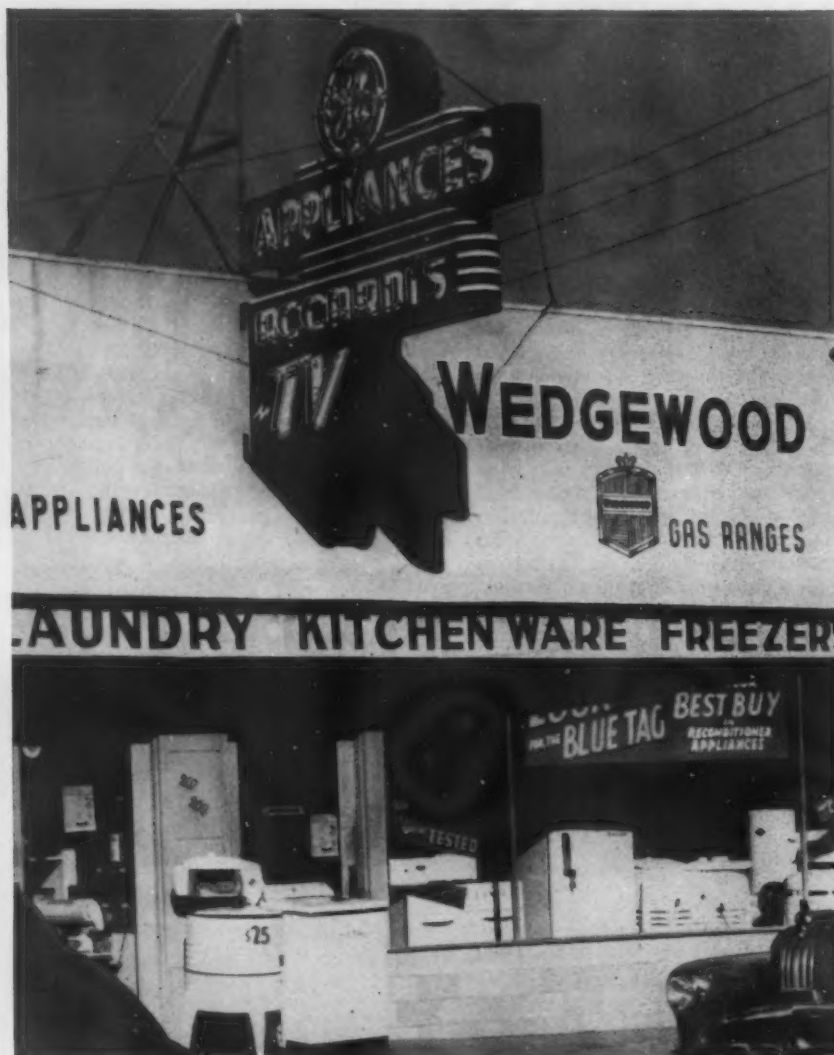
TIE-IN WINDOW, using extra-old trade in, a reconditioned iron coal range, is effective stopper drawing prospects to the mixed new and used appliance display at Modern Appliance, San Francisco.



PERIODIC USE of its theatre type marquee to draw prospects attention to its large display of reconditioned appliances, always jumps business at Wiseman's Richmond, Calif., store.



"PACKAGE PROMOTION" is tried by the Appliance Center, Oakland, Calif., to build traffic for used appliance department. Owner Fred Maggiora expects it to appeal to new home owners, temporary residents, military personnel.



PRICE LEADER combined with promotion of "blue tag" guarantee is used here by Accardi's, Campbell, Calif., as means of catching both the price and quality prospects for his reconditioned appliances during a January clearance sale.



"WRONG PLACE" display, in front of television department window at Baker's, Long Beach, may profit from average family's visual attraction to TV displays, remind them that the family needs used appliance also, or instead.

PROMOTION—Point of Sale Aids to Quick Closing

"The most important promotional feature at point of sale is the appearance and condition of the appliance," reports one dealer, and there are no successful dealers in used appliances who disagree. One manufacturer has helped his dealers supplement the visual condition of the appliances with small signs which state that "this appliance has been cleaned and sanitized," "the food compartment has been sterilized," etc. All dealers who have developed a profitable business in selling their trade ins also have some form of guarantee to indicate to the inspecting prospect. The extent to which the dealer improves the appearance and condition of his trade ins, and to what extent he guarantees them, is a matter of dealer policy that requires special attention elsewhere in this industry report.

But at point of sale, the average dealer uses one of more means of impressing the prospect with the value of the used appliances he offers. They are designed to work while the prospect may be looking around, and some are there to be used as closing helps for the dealer's salesmen. Here are some of the point of sale promotional features being used by successful dealers.



MANUFACTURER'S KIT is used by many dealers to provide a variety of promotional thoughts to the prospects in related banners, easels, labels and price tags, as here at Harrington's San Diego where the Westinghouse kit is used.



STANDARD PRICE TAGS which let the prospect know that the price was not jacked up for him, and which contain all information including the guarantee, are successful for many dealers like Whitney's, San Diego.



DEALER'S OWN SIGNS and point of sale material is used, but it is skillfully tied into a manufacturer's program; such a display is shown here at Accardi's, Campbell, California.

MORE →



SERVICE AND RECONDITIONING facilities which prepared the trade ins for resale can be effective point of sale promotion to convince prospects on quality of the goods, when shown in large pictures as are seen above on prominent wall of Wiseman's, Richmond, Calif.



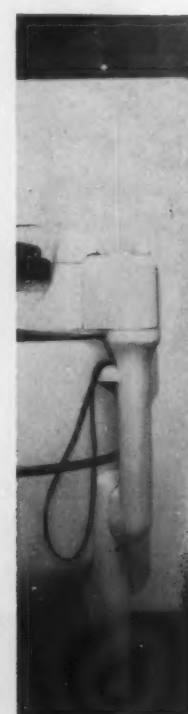
APPEARANCE of used appliances, after reconditioning, must be kept up to enable them to promote themselves. At



THE APPLIANCES' own clear white surfaces provide a perfect point of sale spot for a message to prospects, and for indication of the price, as shown above in the used department of Western Appliance Co.



ADVERTISING COPY, clipped and put up at point of sale, helps selection by prospect who responded to ad, serves as reference sheet for other prospects, and as a guide to salesmen.





General Appliance Co., San Jose, a maid dusts the display daily, airs out the refrigerators each morning.



POINT OF SALE features result from plugging in the 50 used refrigerators displayed at Western Appliance. A "cold box" sells.



THE AGE OF CONTESTS and trips makes these a natural for Larry May, left, to use as incentive for his salesmen to build used appliance volume. He posts weekly volume on this map to encourage competition between salesmen for leadership.



HIGHER COMMISSION on used appliance sales at General Appliance keeps the salesman left from resenting or avoiding a used appliance prospect, or resenting the fact that the next salesman-in-line, right, got a prospect for a big ticket new appliance.

PROMOTION—

Salesmen are the Best Promoters

"There's no promotion that I can put behind used appliances that will be any where near as effective as either a higher commission or a contest for my salesmen," says Sol Wiseman, whose stores sold \$333,000 worth of reconditioned appliances in 1953. Special "spiffs" at times send Wiseman's salesmen's commissions as high as 20 percent on used appliances. At Harrington's in San Diego, flexible arrangements enable salesmen at times to get as high as 15 percent commission on such sales.

Stores on a salary-bonus arrangement still feel the need to compensate salesmen for extra effort expended in moving used appliances. At General Appliance in San Francisco, a kitty of several hundred dollars is put up by management to be split among salesmen and inside personnel working as teams, and used appliance sales volume is im-

portant in achieving the big share of the kitty. Of course, travel contests have come into this picture too. Both General Appliance Co., San Jose, and Wiseman's, Berkeley, offer all-expense trips as a reward for extra volume in used appliances. Wiseman offered the eight salesmen at his Richmond store a week-end at Las Vegas, Nev., if they sold \$20,000 worth of used appliance in the month of Sept., 1953. They all had an opportunity to out-sell the gambling tables, for the group passed the quota and sold nearly \$27,000 worth of reconditioned appliances that month, and were taken aboard TWA by Wiseman for the week-end at the gambling spa.

These two most common ways of giving salesmen incentive for more attention to sales of used appliances are seen in action in these pictures at General Appliance Co., San Jose.

MORE →

HOW 249 DEALERS ARE

1. Do you accept or handle any APPLIANCE trade-ins?

	Number of Dealers	Percent
Yes	234	94.0
No	15	6.0
No Answer	—	—
Total	249	100.0

Do you accept or handle any TELEVISION trade-ins?

	Number of Dealers	Percent
Yes	199	79.9
No	50	20.1
No Answer	—	—
Total	249	100.0

Note: 187 or 75.1% of the dealers handle both appliance and TV trade-ins

2. I merchandise used ...

	APPLIANCES		TV SETS	
	Number of Dealers	Percent	Number of Dealers	Percent
With new units ...	34	14.5	71	35.7
In separate section .	146	62.4	65	32.7
In separate room ..	118	50.4	51	25.6
In adjacent location .	27	11.5	8	4.0
In different store ..	25	10.7	14	7.0
Other location .	7	3.0	5	2.5
No Answer —	—	—	1	.5
Total	357*	152.5	215**	108.0

*43 of 234 respondents gave multiple answers

**16 of 199 dealers used 2 locations

3. My used APPLIANCES are sold by ...

	Number of Dealers	Percent
A separate sales force .	14	6.0
The regular salesmen . .	222	94.9
Other	—	—
No Answer	1	.4
3 dealers of 234 used both	237	101.3

4. My used TV SETS are sold by ...

	Number of Dealers	Percent
A separate sales force . .	12	6.0
The regular salesmen . .	188	94.5
Other	—	—
No Answer	2	1.0
Total	202*	101.5

*3 dealers of 199 used both

5. My salesmen share in any profit from a trade-in they accept

	Number of Dealers	Percent
Yes	97	39.0
No	138	55.4
No Answer	14	5.6
Total	249	100.0

My salesmen share in any loss from a trade-in they accept

	Number of Dealers	Percent
Yes	55	22.1
No	154	61.8
No Answer	40	16.1
Total	249	100.0

6. Trade-in values are established by ...

	Number of Dealers	Percent
The management	144	61.5
Salesmen using their own judgment	95	40.6
A price sheet or "blue book"	91	38.9
No Answer	8	3.4
Total number of mentions by 234 dealers	338*	144.4

*74 dealers gave multiple answers

7. I normally employ ...

	TV and Radio Servicemen (Incl. Inst. Crews)		Appliance Servicemen	
Number Employed By Dealer	No.	Dirs. Percent	No.	Dirs. Percent
None	38	19.1	14	6.0
One	24	12.1	30	12.8
Two	40	20.2	62	26.5
Three	23	11.6	22	9.4
Four	17	8.5	36	15.4
Five	5	2.5	6	2.6
Six	10	5.0	10	4.3
Seven	3	1.5	2	.8
Eight	4	2.0	1	.4
Nine	3	1.5	1	.4
Ten	5	2.5	3	1.3
More than Ten	17	8.5	5	2.1
No Answer ..	10	5.0	42	20.0
Total	199	100.0	234	100.0
Median Number Employed	1.7		1.8	

4. The Trade-In Survey

- Trade-Ins are a headache
- 94% of dealers accept appliance trades
- 79.9% accept TV trades
- Most dealers keep used appliances and TV separate from new merchandise
- Many don't know their reconditioning costs
- Regular salesmen sell used merchandise
- The biggest problem in accepting trades is inflated value
- Hardest job in selling trades is to break even

NEXT to price-cutting competition, the biggest problem in appliance and radio-TV retailing today is the handling of trade-ins. That's apparent from the returns of ELECTRICAL MERCHANDISING's latest Dealer Panel survey. Questionnaires were sent to 367 dealers and 249—a thumping 67.8 percent—returned them in time for tabulation.

Trade-ins' importance in the marketing picture are emphasized again by the fact that 94 percent of the responding dealers accept appliance trades and 79.9 percent accept old TV sets. Slightly more than 75 percent accept both.

The purpose of the survey, of course, was to find out how many dealers do handle trade-ins, which the above figures show, and to uncover

some of the problems in appraisal and re-selling.

In sharp contrast to the ideal trade-in operations discussed in the preceding parts of this special report, many of the respondents to the survey don't make any profit on trade-ins and some of them are unable to compute an average for reconditioning costs. Although question 8 shows, for example, that 18.4 percent make between 10 and 19 percent margin on used refrigerators, and the median margin is 21 percent, the most illuminating figure is the 38 percent of the dealers who did not answer the question. The obvious conclusion is that they either make no margin or don't know what it is—which may be the same thing.

Similarly, in question 9, while 19.2 percent of the respondents say their

HANDLING TRADE-INS

8. The average margin (percent of resale price) I make on used merchandise is . . .

Margin Average %	...for REFRIGERATORS		...for WASHERS		...for TELEVISION	
	Dealers		Dealers		Dealers	
	No.	Percent	No.	Percent	No.	Percent
0-9	21	9.0	22	9.4	27	13.6
10-19	43	18.4	48	20.5	24	12.1
20-29	40	17.1	39	16.7	46	23.1
30-39	32	13.7	23	9.8	15	7.5
40-49	5	2.1	4	1.7	3	1.5
50-59	4	1.7	4	1.7	3	1.5
60-69	—	—	—	—	—	—
70-79	—	—	1	.4	1	.5
No Ans.	89	38.0	93	39.8	80	40.2
Total	234	100.0	234	100.0	199	100.0
Median Margin	21%		19%		21%	

9. My average reconditioning costs are . . .

Average Cost (\$)	...for REFRIGERATORS		...for WASHERS		...for TELEVISION	
	Dealers		Dealers		Dealers	
	No.	Percent	No.	Percent	No.	Percent
0-5	27	11.5	38	16.2	8	4.0
6-10	45	19.2	55	23.5	39	19.6
11-15	41	17.5	30	12.8	32	16.1
16-20	20	8.6	17	7.3	20	10.1
21-25	10	4.3	8	3.4	8	4.0
Over 25	9	3.8	6	2.6	6	3.0
No Ans.	82	35.1	80	34.2	86	43.2
Total	234	100.0	234	100.0	199	100.0
Median Cost	\$10.50		\$8.50		\$11.60	

refrigerator reconditioning costs are between \$6 and \$10, and the median is \$10.50, over 35 percent did not answer the question—indicating that they don't know their reconditioning costs. Too, many of the questionnaire forms contain written-in remarks like, "It depends," "Can't strike an average," "No figures available."

The answers show that very few dealers spend more than \$15 to repair a refrigerator, washer or TV receiver. The question on margin reveals that refrigerators command a higher profit than either washers or TV. Almost 14 percent of the dealers get between 30 and 39 percent margin on refrigerators, while only 9.8 percent do that well with washers and 7.5 percent with TV. The write-in comments on many of the questions reveal that TV, as trade-in merchandise, has problems of its own. Some dealers point to small screens as one of the biggest drawbacks: the consumer who trades it in can't understand why it is so worthless and the prospective purchaser doesn't want a small screen.

Getting rid of used TV sets is a problem that varies with the market—more so than in the case of refrigerators or washers. Dealers in saturated areas find difficulty in selling used TV at all, but a dealer in Texarkana, Arkansas, complains that his sources of used sets can supply him with only two or three at a time while he could easily sell 100 a month.

Question 14, a write-in question, asked dealers to state their choices for the biggest problem in accepting used appliances and TV and the biggest problem in disposing of them. For both types of merchandise, the greatest hurdle to accepting trade-ins is the customer's inflated idea of their value. Some dealers attribute this to "dealers who offer up to \$200 trade-in on refrigerators, regardless of their condition," or to "overallowances caused by competition," or to "dealers who use trade-ins as a discount," or to people who "think of prices when set was purchased and can't realize why value has dropped." Out of 47 dealers who handle appliance trade-ins only (no

10. I have the following investment in tools and equipment for repairing . . .

Investment in Dollars	APPLIANCES		TV SETS	
	Number of Dealers	Percent	Number of Dealers	Percent
0-500	96	41.0	57	28.7
501-1000	35	15.0	21	10.6
1001-1500	18	7.7	25	12.6
1501-2000	21	9.0	18	9.0
2001-2500	5	2.1	10	5.0
2501-3000	3	1.3	18	9.0
3001-3500	3	1.3	2	1.0
3501-4000	4	1.7	7	3.5
4001-4500	2	.8	—	—
4501-5000	4	1.7	7	3.5
More than 5000	13	5.6	13	6.5
No Answer	30	12.8	21	10.6
Total	234	100.0	199	100.0
Median Investment	\$586.00		\$1220.00	

11. I keep a parts inventory worth approximately . . .

Inventory in Dollars	for APPLIANCES		for TV SETS	
	Number of Dealers	Percent	Number of Dealers	Percent
0-500	62	26.5	56	28.2
501-1000	40	17.1	21	10.6
1001-1500	17	7.3	18	9.0
1501-2000	9	3.8	14	7.0
2001-2500	9	3.8	12	6.0
2501-3000	16	6.8	6	3.0
3001-3500	6	2.6	2	1.0
3501-4000	11	4.7	4	2.0
4001-4500	1	.4	4	2.0
4501-5000	10	4.3	13	6.5
More than 5000	28	12.0	34	17.2
No Answer	25	10.7	15	7.5
Total	234	100.0	199	100.0
Median Investment	\$1188.00		\$1333.00	

TV), 29 answered this question and 23 mentioned inflated values as the biggest problem in accepting trades.

Asked about the biggest problem in disposing of trades, dealers are not so unanimous. Indeed, the same dealer who waxes hot about his problems in accepting trades may say in the next half of the question that "we have very little trouble moving them." For example, there are comments like these: "Our trade-in problems (TV) have been solved satisfactorily by a 50-50 (profit sharing) company-salesman arrangement;" "TV sets usually sell quite rapidly; often have a waiting list for used sets." Some dealers find that getting merchandise ready for resale is their biggest problem; others point to a "very small market."

In a few instances dealers say, "The trade-in market is getting poorer and poorer. High wages and better living conditions have made people want new merchandise rather than accept old merchandise." And one retailer comments sharply on the vanity of man with, "Seems that most folks like

the new cheaper things in preference to better used appliances." One dealer's prime headache is "trades on trades" and another suffers from "shoppers who want something for nothing."

With television sets, different answers crop up. Here dealers find major obstacles in people who "want some sort of warranty or free service," or a "guarantee at a low price."

When it comes to displaying used merchandise, only 14.5 percent of the responding dealers display their used appliances with new ones. Over 60 percent put them in a separate section, 50.4 percent in a separate room, and over 24 percent put them in a different building entirely. However, according to the replies, it isn't as important to separate used TV sets from new ones. Nearly 36 percent of the panel display old sets with new ones, 32.7 percent put them in a separate section, 25.6 percent in a separate room, and 13.5 percent in a different location.

(Continued on page 118)



HOSPITALS, homes and business firms are Bigner's, Inc., big customers for TV rental service—a sideline which takes care of the TV trade-in problem and also brings in more profit than resales, returning the firm, \$500 a month.



ADVERTISING the service is a personal job. Manager Bill Bigner distributes cards to hospital floor nurses, who then tell patients. He also sends letters and printed announcements to business firms.

When one \$62 TV trade-in returns \$210 and an average month brings \$500 in rental fees, you've opened up a lucrative new market—which is why Bigner, Inc., of Cincinnati became a . . .

Specialist in TV Rentals

YOU'RE overlooking a highly lucrative market and a chance to solve many of your TV trade-in problems if you are concentrating solely on trying to sell the sets you take in.

At least, that's the experience of Bill Bigner, youthful manager of Bigner, Inc., a well established Cincinnati television and appliance store. Bigner has been successful in building a substantial TV rental service which absorbs a large number of his trade-ins and makes over \$500, on the average, for the company every month.

Hospital patients, shut-ins, and business firms provide a steady market for the sets. And at a dollar a day rental charge, with a \$10 minimum, more profit is made per set than could possibly be derived from its sale.

"Our television rental service is one

of the most profitable and least troublesome departments of our business," says Bigner. "Besides allowing us to make money from capital that would otherwise be tied up in a backlog of trade-ins, it leads to a number of new sales. And now that the service is well established, we have found that it practically runs itself."

Requests Generate Idea

The idea was inspired over two years ago, when Bigner received a number of requests for TV sets from people who wanted to watch the Cincinnati ball club's opening game of the season. Although trade-ins were not a problem at that time, Bigner recognized a chance to make additional revenue from them, and he began looking into the possibilities of organ-

izing a rental service. First, he called on every hospital in the area personally and asked for permission to install sets in the rooms of any patients who might request them. Permission was granted by all but one of the institutions, so Bigner decided to go ahead with the idea. He had cards printed advertising a TV rental service, which he left at the various hospital desks and gave to individual floor nurses.

Business firms also looked like a good bet, and Bigner made up a mailing list of local companies from the telephone directory. Printed announcements of the service were sent to the smaller outfits; a letter was directed to the personnel manager at each of the 40 largest concerns. The mailing piece explained the new service, and pointed out the pleasure a

convalescing employee would receive from being sent a rented set by the company, or his co-workers. The idea met with immediate response, and some firms also began to call on the company to provide them with sets for special occasions.

Advertising Helped Plan

Besides contacting hospitals and business firms direct, Bigner also used advertising at first to publicize his store's TV rental service. He ran two small ads every week, one column by one inch, on the radio page of a local newspaper. After four months, however the rental business had begun to snowball, and it was decided that further advertising expenditure was unnecessary.

(Continued on page 122)



EVERY SET that goes out from Bigner's goes on its own rolling table so that set can easily be pushed out of way in patient's rooms. About 17 sets are out at all times, rent for \$1 a day.

ONLY LEWYT HAS THESE 7 GREAT ADVANCED FEATURES!

*-and features
sell appliances!*



Listed by
Underwriters'
Laboratories

**DO IT
with LEWYT**

World's Most Wanted Vacuum Cleaner

Also sold through leading Canadian Distributors

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-3, 84 Broadway, Brooklyn 11, N. Y.

ELECTRICAL MERCHANDISING—MARCH, 1954

cleans rugs 4 ways at once!



With every easy stroke of Lewyt's No. 80 Carpet Nozzle
rugs are COMBED, BRUSHED, SURFACE-CLEANED and DEEP-CLEANED!

Only Lewyt's amazing No. 80 Carpet Nozzle has an automatic comb-valve, adjustable Fuller Brush *plus* 2 kinds of suction both more powerful than an upright! At every stroke, all 4 cleaning actions go to work—*automatically*!



**ROTATES WITHOUT
LOSING SUCTION!**

Pivots on base for round-the-room cleaning! No "swivel-top" to jam, leak suction—won't tip!



**HOLDS MORE DIRT
IN ACTUAL USE!**

No dust bag to empty—toss out "Speed Sak" a few times a year! Largest operating dirt-capacity!



**NO ROAR—IT'S
QUIETEST OF ALL!**

Peripheral-Silencer hushes powerful over-size motor to gentle hum! No roar to fray your nerves!



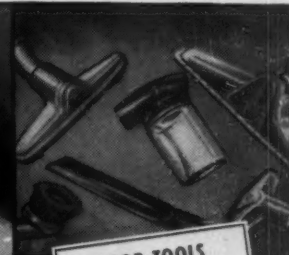
**NO DUST LEAKS
BACK INTO AIR!**

Filter System traps dust even smaller than 4/100,000 of an inch! Preferred by hospitals!



**DIAL EXACT
SUCTION!**

Just like ironing, you can turn finger-tip dial to "wool rugs", "cotton rugs" or "drapes!"



**FLOOR TOOLS
ARE ALL METAL!**

Built for years of rugged use, they're tough yet light die-cast aluminum—not breakable plastic!

Plan Your Taxes Before You Pay

Written especially for Electrical Merchandising
By J. K. LASSER, C.P.A.

Author of *Your Income Tax, Business Tax Guide*

Before the deadline date of March 15,
you should plan your tax reporting and
conduct your business so that you know...

Your best tax reporting year
What to include in inventories
How and why you must inventory
What home expenses you can deduct
What your return must include
What you can deduct

I'M always amazed at the number of taxpayers who limit their tax thinking to March 15. Tax return preparation is important. But it should be the final step of the year-round job of—

Profitable tax planning of your elections, alternatives, and the various mechanics of your tax operations.

Following good accounting methods to reflect accurately your business operations.

Keeping good records for getting on your tax return the right income and deductions is not enough. Can you prove them?

So, I want not only to tell you how to prepare your return to-day but how to set the stage for tax savings this year and future years.

FIND THE BEST TAX REPORTING YEAR

You should always get a natural business year. The period you choose should best reflect the income and expenses. For example, your heavy income may come in the fall. But your expenses are not incurred until the following spring. You should not use a calendar year. Income would always be ahead of the expenses connected with it.

Close your year at a convenient time. Inventories can be taken and financial statements prepared most conveniently when business activities are low.

If you have several business interests, tax savings may come by use of a different fiscal year for various income sources. The use of a partner-

ship fiscal year by an individual may have advantages. Your partnership year might end in January. Then your share of the profits would be included in your calendar year ending the following December. This postpones your paying the tax on the profits.

WHAT TO INCLUDE IN INVENTORIES

Inventories include all your stock, materials, and supplies, as well as finished or partly finished goods. But they do not include:

Materials ordered by you for future delivery, title to which has not yet been transferred to you.

Assets of a capital nature, machinery, fixtures, land, buildings, accounts receivable, cash, or like assets.

Goods received on consignment.

Goods sold (also containers), title to which has passed to your customers.

You include in inventory merchandise purchased (including containers), title to which has passed to you. It is immaterial that merchandise is not in your possession, i.e., is in transit or for other reasons. All materials and supplies which have been bought for sale or which will physically become a part of merchandise intended for sale are included. That includes containers, as kegs, bottles, and cases, whether returnable or not, if title to them will pass to the purchaser of the product to be sold.

WHY YOU MUST INVENTORY

It is necessary for the stock to be inventoried at the beginning and end of each year. One physical count of

your inventory each year is enough. The closing inventory of the preceding year is the same as the opening inventory of the current year.

There is no other way to determine how much income was derived from the goods sold during the year. The choice of inventory method lies with you. However, the method you choose must meet two very important tests:

1. The inventory method must conform to the best accounting practices in the trade or business.
2. The inventory method must clearly show the income. Consequently, your inventory practice must be consistent from year to year.

Inventories are usually priced in one of two ways—at cost, or at cost or market, whichever is lower.

In the second method, you must price each item of your inventory at either cost or market, whichever is lower.

HOW RETAIL MERCHANTS CAN INVENTORY

Retail merchants may employ several special ways to compute their merchandise value. One is the "retail method." It may be adopted for pricing inventories if—

Its use is designated upon the return. Accurate accounts are kept.

The method is consistently adhered to unless a change is authorized by the Commissioner.

Under this method, the retail selling prices of the goods on hand at the end of the year in each depart-

ment, or of each class of goods, are reduced to approximate cost. This is done by eliminating the amounts added (the mark-up) to the cost price for selling and other expenses of doing business; and the margin of profit.

If you maintain more than one department in a store, or deal in classes of goods carrying different percentages of gross profit, you should not reduce marked-up goods by a percentage of profit based upon an average of the entire business. Compute and use the percentages for respective departments or classes of goods.

Sometimes a merchant using the "retail method" adjusts retail selling prices for mark-ups but not for mark-downs. That practice is also approved. But adjustments must be consistent and uniform. Where mark-downs are not included, mark-ups made to cancel or correct mark-downs cannot be included. Mark-ups included must be reduced by the mark-downs made to cancel or correct those mark-ups.

Mark-downs which are not based on actual reduction of retail sales prices, for example, those based on depreciation and obsolescence, are never recognized.

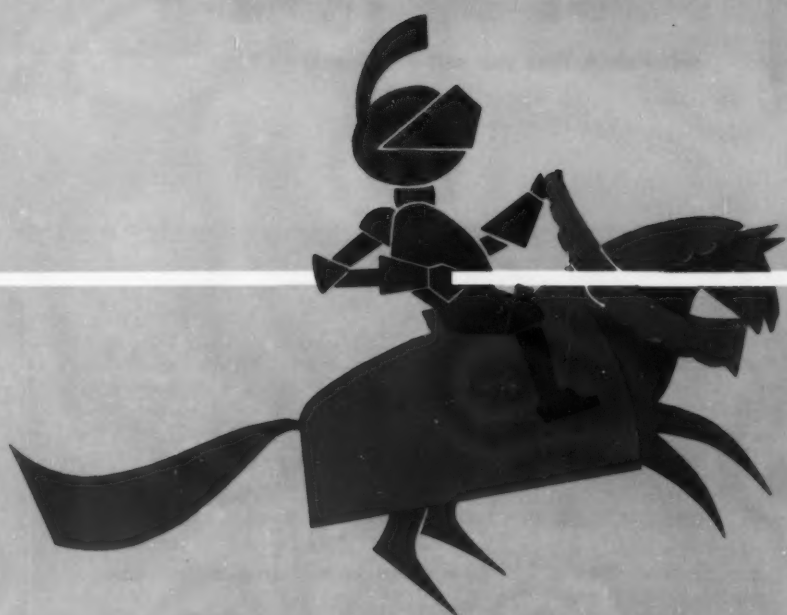
If you have not determined inventories by following the practice of eliminating mark-downs in making adjustments to retail selling prices, you may adopt the practice only by Treasury permission. But you always may do it in a first return of income.

The retail method of pricing requires that "accurate accounts" be

(Continued on page 126)

PAK-A-WAY

challenges



the

FREEZER

industry.....

PAK-A-WAY GIVES YOU THE BEST

Product

PAK-A-WAY is a complete line—only four models in most popular sizes—manufactured by Schaefer, Inc., first in low temperature refrigeration for a quarter of a century.

PAK-A-WAY GIVES YOU UNMATCHED

Performance

NO FREEZER tested has performance records equal to Pak-A-Way. No freezer tested has the built in quality of Pak-A-Way. When you sell Pak-A-Way you sell the finest.

PAK-A-WAY GIVES YOU AN ADVANTAGE IN

Price

PAK-A-WAY retail prices, model for model, size for size, are today's greatest freezer values. Pak-A-Way prices are more than competitive—they set the pace for the industry.

PAK-A-WAY

**DIVISION
FREEZER**

Manufacturers of low temperature ice cream and frozen food cabinets exclusively since 1929

PAK-A-WAY GIVES YOU THE MOST

Profit

PAK-A-WAY gives you the largest percent of profit in the freezer industry. And when you stock only four Pak-A-Way models you profit more through smaller inventory investment and warehousing expense.

PAK-A-WAY GIVES YOU FAST SELLING

Promotion

PAK-A-WAY'S carefully planned and timed sales and advertising program moves freezers faster. A very liberal cooperative advertising and point of sale program makes Pak-A-Way easier to sell in your market.

PAK-A-WAY ... AND ONLY PAK-A-WAY CAN OFFER SO MUCH!

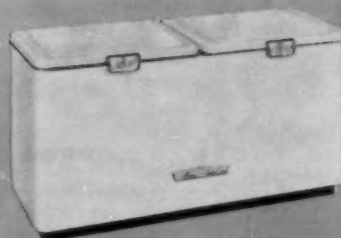
This is Pak-A-Way's Challenge to the Freezer Industry!



PAK-A-WAY 162



PAK-A-WAY 215



PAK-A-WAY 221



PAK-A-WAY 201

**SCHAEFER
INC.**

MINNEAPOLIS, MINN.



T

here they go!
but they'll be back...for more

That's what happens when your customers find the brands they want; they buy at your store over and over again. So be sure you know their favorites, and promote them. Surveys show that eight times out of nine they're the brands with the familiar names . . .

. . . which is all to your benefit, because of these vital points: fewer losses because manufacturers of dependable branded products make good on adjustments; fewer markdowns because of fast turnover; lower sales costs because of manufacturers' advertising and promotional material; uniform goodness that builds good will.

So push the products with trusted brand names — it's the surest way to bring 'em back for more.

* * *

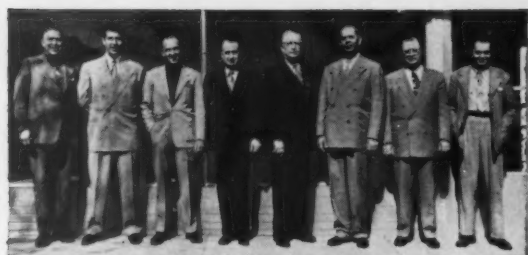
How do you push the brands that boost your business? Your method could win you national attention and local prestige in the Brand Name Retailer-of-the-Year competition. Write for details.

BRAND NAMES FOUNDATION INCORPORATED

A Non-Profit Educational Foundation
37 West 57 Street, New York 19, N. Y.



FOR THE BUSINESS YOU WANT, PROMOTE THE BRANDS THEY WANT



Hertlein salesmen—all attended the American Kitchens sales-training school—all are kitchen planning experts.



C. G. Hertlein and son, J. C. Hertlein



"We keep our kitchen display open from 9 a.m. to 9 p.m.," said C. G. Hertlein.

"We Multiplied Our Kitchen Sales 8 Times

WITH

American Kitchens

**the Easiest to Sell Kitchen Because it Has
All the Features Women Want Most!"**

C. G. Hertlein, St. Louis



Hertlein's display, artfully decorated, dramatizes every American Kitchens unit and accessory.

C. G. Hertlein, outstanding St. Louis kitchen specialist, says:

"We Chose the Highest Quality Product in the Kitchen Field"

One of the most successful dealers in the kitchen business, C. G. Hertlein, head of Hertlein's of St. Louis, said: "Look at the quality features American Kitchens has that no other brand of kitchen offers: rounded corners that don't catch dirt, easy to clean; no dirt-catching handles; one piece drawers that wipe out like a bowl; baked-on enamel finish for lasting

beauty; quiet nylon glides on drawers that are ever-wearing, ever-silent, even when drawers are fully loaded; one-piece style contoured tops, vinyl covered, no cracks or seams to catch dirt. American Kitchens is a woman's idea of what a kitchen should be. Raymond Loewy, the designer, found out what women wanted. That's exactly what he put in American Kitchens!"



HERE ARE 10 REASONS WHY AMERICAN KITCHENS IS THE MOST PROFITABLE LINE YOU CAN SELL

1. All the work-saving features women want most!
2. Pre-sold prospects—live leads from people in your area.
3. Larger unit sales, average kitchen sale over \$400. High mark-up.
4. Eligible for FHA—no collection problems, you get spot cash.
5. No profit-eating trade-ins. No yearly model changes.
6. Fast, effective sales-training right in your own store.
7. Minimum display space—no heavy inventory.
8. Strong national advertising support.
9. Regular extra-value sales promotions.
10. Complete line of sinks, cabinets, accessories—plus the wonderful American Kitchens Roto-Tray Dishwasher.


American Kitchens—AVCO Manufacturing Corp.
Connersville, Indiana

I am interested in an American Kitchens franchise, if one is available in my area. Please have my nearest distributor contact me.

Name _____

Address _____

City _____ Zone _____ State _____

AMERICAN KITCHENS DIVISION  CONNERSVILLE, INDIANA

Here's why
ZENITH
leads the world
in
Portable Radios!

ZENITH 1954

THE LINE WITH THE

SELL!

IN EXCLUSIVES THAT
DEMONSTRATE ZENITH
SUPERIORITY!



New Universal—M505. Most powerful standard broadcast portable ever built. Long-distance Wavemagnet® Antenna. In Maroon, Moss Green, Ebony. AC, DC or battery.



The Zenette—Model M403. Brilliantly styled in Oyster White, Gray, Maroon, Luggage Brown or Flame. Long-life batteries, collapsible handle, iron-core loop antenna. AC, DC or battery.



The Voyager—Model L406R. International short wave and standard broadcasts, AC, DC or battery. Strikingly modern in maroon plastic finished in gold.

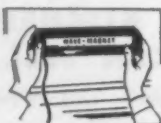
SELL!

THE EXCLUSIVES THAT
ONLY ZENITH PUTS INTO
NEW PORTABLE RADIOS!



New Reelaway Power Cord reels out from side of case. Plugs in for AC or DC power. Springs back when not in use, readying set for battery operation.

Amazing Zenith antenna tilts out for double sensitivity, extra long-range reception. Detachable for peak performance in planes, ships, steel buildings. Out-performs all others! (On the New Universal, Super Deluxe Trans-Oceanic).



SELL!

ZENITH'S BRILLIANT
NEW COLORS STYLED FOR ZENITH
by famed Color Trend, Inc.

It's a sales-tested fact . . . colors sell radios! Now Zenith gives you "consumer-preferred" colors that bring you volume sales of Zenith portables. Only Zenith gives you these brilliant new shades to sell and display—moss green, oyster white, flame, luggage brown and the new ultra-fashionable jet black!

ZENITH—SPECIALISTS IN RADIONICS EXCLUSIVELY—BACKED BY 35 YEARS

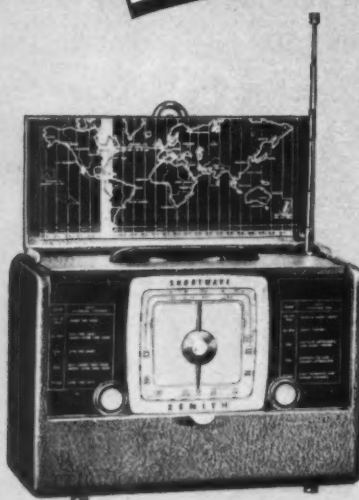
POWERIZED PORTABLES *SELL* BUILT IN!

SELL!

IN NEW STYLES,
NEW DESIGNS,
WIDER VARIETY!

SELL!

IN A PLANNED PROGRAM
OF PROMOTIONS!



The Meridian—Model L507. 3-Band standard and short wave reception. 5¼-Inch Zenith speaker. Pull-Up Waverod Antenna. Humidity proof. In durable Black Stag. AC, DC or battery.



Super Deluxe Trans-Oceanic—Model L600. World's greatest shortwave portable, now 300% more sensitive on standard broadcasts. In luxurious Brown Cowhide, Black Stag. AC, DC or battery.

SELL!

ZENITH'S "ADVANCED"
STYLING AND DESIGN

You can see what puts the *SELL* in the world's leading line of Portable Radios! Zenith *styling* is ultra-new, Zenith *design* is far in front of them all. And . . . Zenith puts 35 years of quality craftsmanship into every portable bearing its name. Zenith *performance* is legend in America!

SELL!

IN VOLUME . . .

by tying into 4 Big Zenith Planned Powerized Portable Promotions. Your Zenith wholesale man has all the details for greater Zenith dealer volume.

SEE YOUR FRIENDLY ZENITH WHOLESALE MAN NOW!

ZENITH



The royalty of television and **RADIO**

Backed by 35 years of Leadership in Radionics Exclusively
Zenith Radio Corporation—Chicago 39, Illinois

OF KNOW-HOW—LEADS THE WORLD IN PORTABLE RADIOS!

Copy. 1954



MUSIC was Jenkins' biggest stock in trade some 64 years ago when this picture was taken of the Kansas City store, and the firm, which last year was said to lead other dealers in 27-inch TV sales, still thinks of itself as a music store.



TELEVISION occupies a prominent place on the fourth floor of the present Kansas City store. TV sales at Jenkins average \$368 and 60 percent of all sales are made on a time payment basis. Seven television lines are sold.

From Banjos...to Television



KEN GILLESPIE, Jenkins' vice-president and general manager, carries on firm's policy of keeping customers satisfied—despite the fact that TV returns a profit of one-half of one percent.



A. L. FOUTS, service manager, has extraordinary headaches installing the right kinds of TV antennas to receive new stations in virtually antenna-less Kansas City.

After 75 years in business, the Jenkins Music Co. of Missouri, which last year sold over 7,500 television sets, still believes that the best way to merchandise is to keep customers coming back—which is harder with TV than it was with banjos

AN organization that probably sold between 7,500 and 10,000 television sets in 1953 is the Jenkins Music Company, whose retail stores dot twelve cities in the Midwest, including Kansas City, Mo.

Founded in 1878 by a man who rolled into Kansas City with a wagon load of organs, it recently celebrated its seventy-fifth anniversary. The firm is steeped in the tradition of specialty selling (its pianos are still sold from trucks). From the back room of a sewing machine shop the company has grown to be one of the largest time payment organizations of its kind, moving 60 percent of its musical instruments on the installment basis.

Of national interest is the point of view of Kenneth G. Gillespie, vice president and general manager, whose lifetime has spread over manufacturing and distributing as well as retailing. A talk with him in his office brings out the following facts:

1. It costs Jenkins Music Company 29½ percent to do business, and the average discount on television is 30.1 percent, so the store is not over excited about it.

2. About two good years remain for television, after which the industry will have to become very realistic about dealer margins.

3. Indiscriminate selling to builders and discount houses has about skimmed the cream of the white goods business in Kansas City, and the future is not optimistic. Moreover, Jenkins, a music house, does not feel that it is a logical outlet for white goods. While the store carries them, and Mr. Gillespie has had a great deal of experience with this merchandise, they are not likely to be stressed in the future.

4. It costs 15 percent to do outside selling on a straight commission basis, and this is not possible on present margins.

After Repeat Business

What, then, is the thinking of the Jenkins Music Company?

Its philosophy is wrapped around the idea of having the customer come back again and again. "A 10-year-old child can buy a piano as safely as you can," says Mr. Gillespie. Just as the great grandchildren of our first customers are on the books now, we are looking forward to the same future with television.

The management thinks that the television industry is pitched too much on an opportunist basis, a fast buck today and to heck with tomorrow. (Continued on page 134)

America's most beautiful
coffee maker

NEW

Presto



Automatic
Coffee Maker
Perfect Coffee—twice as fast

Compare Presto feature for feature
with any coffee maker!

Your conclusion in less than two minutes time... "PRESTO IS THE COFFEE MAKER WITH A FAST MOVING VOLUME FOR ME!" Smart design and "Silversmith" finish are really outstanding! Basket and cover are one removable unit that separates with a mere twist. And for coffee as you like it... simply slide the Flavor Control to the setting you want. Separate heating units and separate thermostats. Presto uses temperature instead of time to control coffee's flavor and strength. PRESTO brews perfect coffee everytime... whether you use hot or cold water. Now priced... to be COMPETITION!

Brilliant
"Silversmith" Finish

Lok-Tite Cover
Basket Assembly

Exclusive
Flavor Control



NEW

\$29⁹⁵

Fair Trade
List Price
Fed. Tax Incl.

ASK YOUR DISTRIBUTOR NOW ABOUT THE POWER
PACKED LOCAL IMPACT PROMOTION THAT WILL HIT
YOUR CITY APRIL 25 AND REGULARLY THEREAFTER
...YOU'LL GET 50% MORE IN '54

WITH PRESTO

best advertised



best known • best buy!

Write Presto for FREE hard-hitting point-of-sale displays to help you SELL!

ELECTRICAL MERCHANDISING—MARCH, 1954

Be sure it's a

Presto

21
over 20 million satisfied customers

National Presto Industries, Inc., Eau Claire, Wisconsin

Presto gives you the Leaders

new
Presto

Deep Fryer

with the

Double capacity

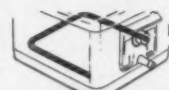
every homemaker wants!

Homemakers know that capacity and genuine cooking convenience plus delicious results are what COUNT in a deep fryer today! In one basket load, PRESTO holds enough to serve the entire family. Also a "must" in making more Deep-Fryer Sales is the guarantee of finest, "golden perfect" fried foods with true shortening savings.

EMPHASIZE THESE FOUR FEATURES . . . AND THE PRESTO DEEP-FRYER IS SOLD! ONLY PRESTO HAS THEM ALL!



ACCURATE HEAT CONTROL—1600 watt unit provides broad range from 200 to 400 degrees . . . has really fast heat recovery! Automatically maintains selected heat.



SIDE WALL HEATING—Constant, uniform heat with the practical side wall heating unit . . . holds heat at even temperature from top to bottom of cooking area.



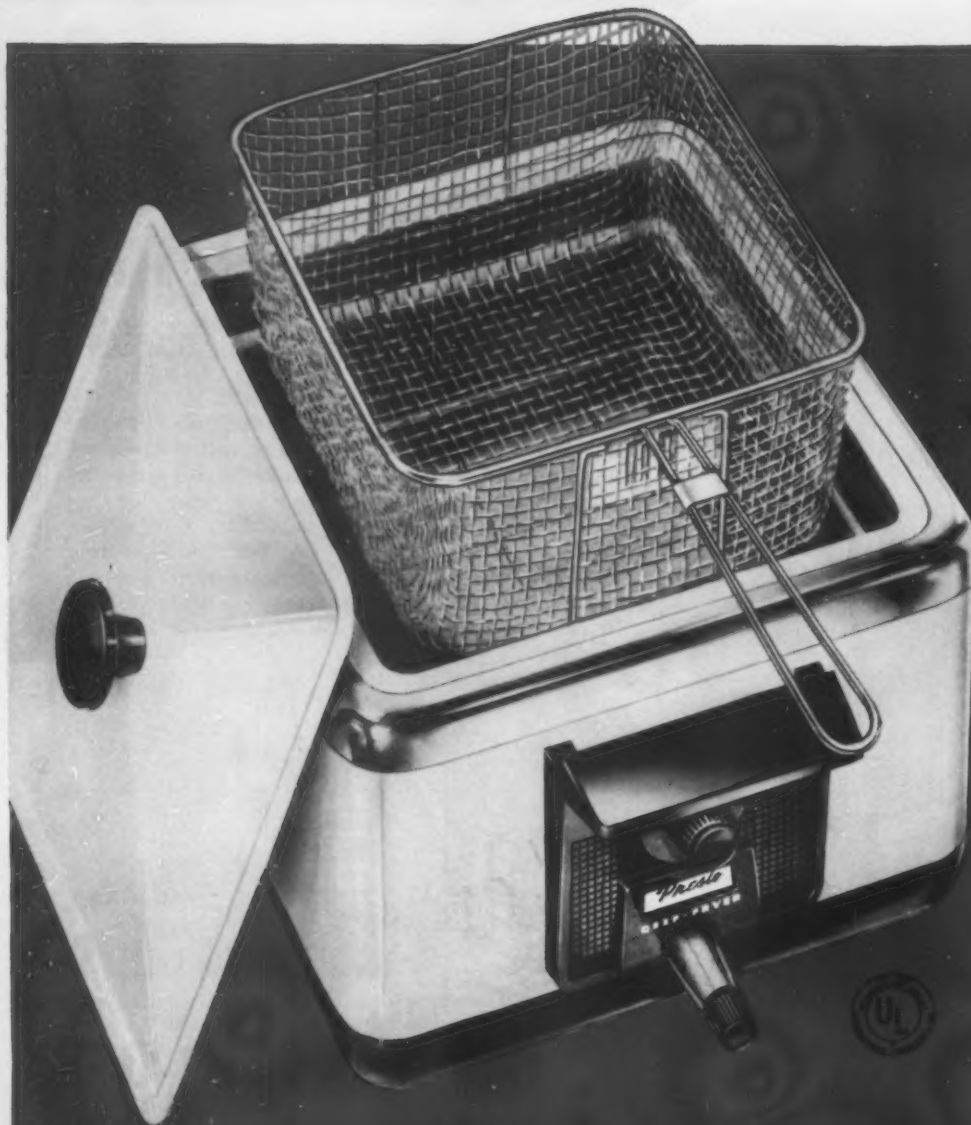
NO MIXED FLAVORS—Here's a big Presto feature that every woman will go for! Shortening breakdown is eliminated and food flavors never intermingle.



FLO-RITE DRAIN SPOUT—"Is it easy to clean and drain?" The exclusive design of the simplified spout on a Presto makes it as simple and easy as one-two-three!

NOW . . . an even GREATER VALUE at

NEW \$29.95
Fair Trade
List Price
Fed. Tax Incl.



Presto...50% more in '54*

*50% more products...50% more profits

in Features, Values and Sales!

new
Presto

Vapor Steam Iron

with exclusive automatic

Scorch preventer

the sensational sales maker!

What a "natural" to make Presto the FASTEST SELLING iron in the market! Homemakers, young and old, will want the tap water steam iron with more exclusive features than any other make, plus the amazing SCORCH PREVENTER. Iron for iron, Presto is BEST for STEAM IRONING, STEAM PRESSING and DRY IRONING TOO.

FEATURES THAT "WRAP UP" SALES
AT FIRST SIGHT! ONLY PRESTO HAS THEM ALL!



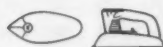
CONTROLLED VAPOR STEAM—Ask customer to put her hand through the mist-fine vapor steam from a Presto. Her hand will feel dry.



USES PLAIN TAP WATER—A real "sales clincher"! Let budget-minded Mrs. Homemaker know that she can save up to \$20 on distilled water yearly.



EASY TO FILL AND EMPTY—Convenient . . . just pull cap from front of smartly designed handle. Turns 6 ounces of water into steam in 90 seconds.



IRONS IN EITHER DIRECTION—Designed with a woman's work in mind! With a smooth, rounded heel, Presto glides over with greatest ease.

PRICED . . . to be America's largest selling
STEAM IRON at only

NEW \$18.95
Fair Trade
List Price
Fed. Tax Incl.



Scorch preventer

PRESTO takes the guesswork out of ironing and IRON SELLING! Exclusive PRESTO SCORCH PREVENTER enables you to go from lineas to the flimsiest rayons, orlons or dacrons without fear of costly damage. DEMONSTRATE how simple it is to select proper fabric temperature . . . and have the PRESTO Scorch Preventer automatically show when the proper temperature is reached.

Presto...

THE TAP WATER VAPOR STEAM IRON... THAT
GUARANTEES BETTER IRONING OR YOUR MONEY BACK!

It's ALL FOR YOU!

Ask your PRESTO sales representative today about the new PRESTO local impact sales building program and how you can become a Preferred Presto Dealer.

best advertised



best known • best buy!

Write Presto for FREE hard-hitting point-of-sale displays to help you SELL!

ELECTRICAL MERCHANDISING—MARCH, 1954

Be sure it's

Presto

over 20 million satisfied users

National Presto Industries, Inc., East Claire, Wisconsin

notice: distributors!

write your own distribution ticket!

Battles among the television manufacturers are raging across the nation. Tremendous inventories of obsolete sets have forced high pressure loading, impossible distributor sales quotas, profit-consuming "forced sales" to "AD" accounts, and staggering price cuts. This has crippled legitimate profits for you and your retailers.

Unsound merchandising cannot continue. We offer you a new SAFE, SANE and STEADY distributor-to-dealer program with the same sound merchandising principles used successfully on other appliances. We protect your investment. We protect your profits. Now, you can

**distribute Meck television sets
without forced sales quotas!
without minimum stock requirements!
without profitless key dealer
"special" deals!**

The only obligation you and your dealers have to us . . . is to make more money. YOU BUY and SELL TELEVISION WHEN YOU NEED IT.

WRITE, WIRE, or PHONE immediately for full information on the new Meck manufacturer-distributor-retailer program.

John Meck, President

JOHN MECK INDUSTRIES

(Div. Scott Radio Laboratories, Inc.)

1010 North Rush Street, Chicago 11, Illinois

Phone WHitehall 4-0510

P. S. Dealers: Bring back your regular TV profits with Meck.

Write for name of your Meck distributor

MECK Television for everyone . . . with famous SCOTT quality

The Trade In Survey

CONTINUED FROM PAGE 103

Both TV and appliances are sold by the regular salesmen in most stores. Only six percent of dealers use a separate sales force to sell used TV and appliances.

Establishing the value of trade-ins is primarily a management job, as determined by the answers to question 6. Almost 62 percent of the dealers follow this pattern; 40.6 percent let the salesmen determine trade-in values and 38.9 percent use a price sheet or "blue book." Since 74 dealers gave multiple answers—indicating that they sometimes combine two or more methods—the answers add up to more than 100 percent.

From the replies to question 5 it appears that salesmen do better on trades than management. While 39 percent of the dealers say that their salesmen share in trade-in profits, only 22.1 percent say that salesmen must also share in any trade-in losses.

Big Investment, Little Profit

Despite the quantity of dealers who say they are lucky to break even on trade-ins, many of them have a surprising amount of money invested in tools and equipment and parts. Question 10 shows that although 41 percent of the dealers have invested \$500 or less in appliance tools and equipment, and the median is only \$586.00, 5.6 percent at the other end of the scale are in for \$5,000 or more. An adequate set-up to handle TV reconditioning is a little more expensive. Only 28.7 percent get by with \$500 or less, but 32.2 percent have an investment between \$500 and \$2,000, 27.5 percent with \$2,000 to \$4,000, and 10 percent with \$4,501 and up. The median investment in TV tools is \$1220.00.

Repairing appliances requires a parts inventory of \$500 or less for 26.5 percent of the respondents and \$501 to \$1,000 for 17.1 percent, but a surprising 12 percent have more than \$5,000 in parts. The median investment is \$1188.00.

The extremes in the investments in TV parts are further apart than for appliances. Some 28 percent of the respondents have \$500 or less but 17.2 percent boast of investments exceeding \$5,000. The median is \$1333.00.

Almost 44 percent of the dealers employ between one and three TV and radio servicemen; 8.5 percent em-

ploy more than 10. One to three appliance servicemen are employed by 48.7 percent, but only 2.1 percent employ more than ten. Fewer dealers employ no appliance servicemen than employ no TV and radio servicemen—six percent as compared with 19.1—a condition that reflects both the specialized nature of TV service as well as the fact that one major manufacturer conducts his own service.

The results of the survey are important in that they indicate the growing seriousness of the trade-in problem and the fact that so many dealers have serious difficulty in obtaining trade-ins at a reasonable cost and realizing any profit on them in resale. Also, they are supplemental to ELECTRICAL MERCHANDISING's annual Replacement and Trade-In Survey made for the January statistical issue.

More than a Dealer Problem

This survey showed that replacement sales (sales to customers already owning the same type of appliance) amounted to 74.6 percent of all sales for refrigerators, 71.6 percent for washers and 26.1 percent for TV. It also showed that trade-ins were accepted in 47 percent of refrigerator sales, 54.5 percent of washer sales, and 17.6 percent of TV sales. Moreover, 59 percent of the traded in refrigerators, 48.6 percent of the washers, and 79.7 percent of the TV sets were resold. The rest were either junked or on-hand. If these figures are projected to national sales of, for example, refrigerators, the trade-in business looms suddenly and tremendously important: The 3,775,000 new refrigerators sold in 1953 involved the acceptance by retailers of 1,774,250 old, used boxes (47 percent of new sales). Some 59 percent of these old boxes, or 1,046,807, were resold during the same year.

That's big business—and for the dealer who has to perform the sales operation—important business. It means that for every four new refrigerators he sells he has to sell one old one. It means, in effect, that approximately 20 percent of his refrigeration sales effort is expended on old boxes. To the distributor and manufacturer who want the dealer to have the time to sell their new refrigerators that fact is important, too. It marks trade-ins as more than just the retailers' problem.

End

How Do You Sell Electric Housewares?

"Any way I can" would be one good answer. But there's a limit to the number of ways any one dealer knows. That's why we've asked a lot of dealers for their most successful methods and will publish a roundup of *Ways to Sell Electric Housewares* in the April

ELECTRICAL MERCHANDISING

Record-breaking

now in full Swing!



America's finest automatic laundry being backed by one of the most powerful advertising-merchandising-selling programs in the history of home laundry appliances.

BIG, "TWIN PAGE", COLOR ADS NOW TELLING THE EXCLUSIVE BLACKSTONE SALES STORY TO YOUR CUSTOMERS! Millions and millions of prospects now being told why Blackstone is their best washer buy — why they should own the only fully automatic, fully flexible, fully mechanical washer... the new and completely different Blackstone dryer!

15 TOP MAGAZINES ARE CARRYING BLACKSTONE ADVERTISING THROUGHOUT ENTIRE SELLING SEASON! Not just one or two ads, but a full schedule of ads right through the spring. And remember, an installed Blackstone is a completed sale... no profit-eating service calls!

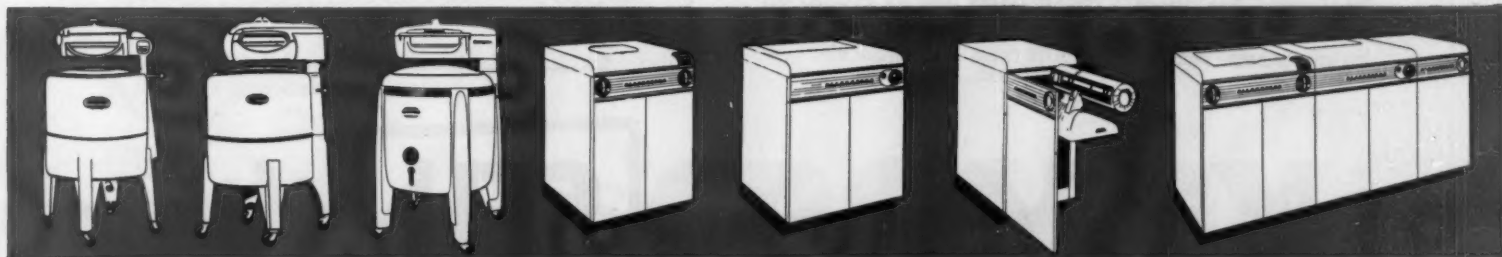
150 MILLION PROSPECTS ARE NOW BEING SENT TO THE BLACKSTONE DEALER IN THEIR AREA! And there are no "walk-aways" with Blackstone, because there's a Blackstone for every pocketbook, every budget! More, you get full mark-up on every Blackstone sale you make!

**NOW IS THE TIME
TO CASH IN! CONTACT YOUR
DISTRIBUTOR AT ONCE TO TIE IN WITH
THIS GREAT PROGRAM!** It's the washer selling
opportunity of a lifetime! Get full information
from your Blackstone distributor today.

Blackstone

JAMESTOWN, NEW YORK

America's Oldest Manufacturer of Home Laundry Appliances



Quality Wringer Washers at a Promotional Price.

Medium Priced Washers with Deluxe Wringer Features!

Semi Automatic Washers at an amazing Low Price.

Finest Automatic Washers in the world Today!

Automatic Dryers with the Features that Sell Themselves!

Automatic Cabinet Ironer with New Foldaway Cabinet.

Blackstone's World Famous Complete Home Laundry Units.

Now you can say "NUTS" to the usual

REVOLUTIONARY NEW

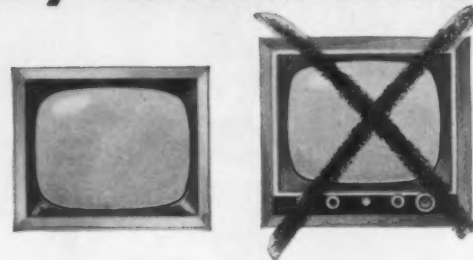
(You make a good profit on every one...and you can have all you want!)

MEANS SALES

Crosley Super-V is dramatically different outside!

HOW? The Super-V is the most compact TV set ever designed... takes up to $\frac{1}{3}$ less space than other 17" sets. It'll fit in places you couldn't think of putting other sets, actually makes it possible for your customer to have TV in any room in his house!

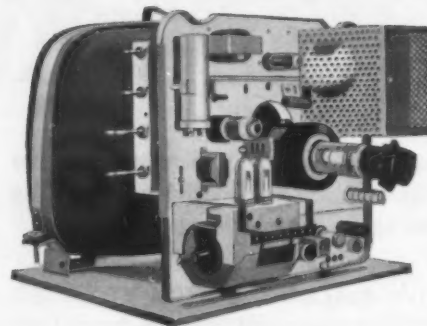
The front of the Super-V is *all screen*—for added convenience and extra good looks, the controls are on the side.



Crosley Super-V is dramatically different inside!

HOW? Crosley's revolutionary Super-Vertical Circuit (all chassis parts grouped on a collar around the neck of the picture tube) gives a sharper, clearer picture—and the whole set takes up little more room than the picture tube alone!

You can service a Super-V in $\frac{1}{3}$ the time. The back opens easily to expose every tube, and it's a simple matter to slide the entire cabinet off the chassis for more complicated repairs.



How many families in your neighborhood? Every single one is a pushover for a Super-V sale!

Sell it to the family that's been squinting at a peewee screen since 1949... the family that's saving its money for color TV... the family that's tired of staging free-for-alls over who's going to watch what program... the family itching for a set for playroom, bedroom, or summer cottage, that couldn't afford a set before THIS.

This set is *made* to sell in summer. It's even an answer to the guy who loves TV, but hates to stay cooped up indoors to watch it. The Super-V is actually portable—he can take it outside, watch it from a hammock!

**BE READY WHEN SUPER-V DAY HITS YOUR TOWN.
CALL YOUR CROSLEY DISTRIBUTOR NOW.**

Your customers will see the Super-V on their favorite TV musical show, "Your Hit Parade." Make sure they see your name alongside Crosley's big newspaper ads.

Your Crosley distributor has co-op ads, counter cards, window banners, specification sheets—and ideas to help you. Get in touch with him—TODAY!

You can **SELL** them

TV summer sales slump!

CROSLEY SUPER-V ACTION *NOW!*

Featured on
"YOUR HIT PARADE"
Starting in March
On NBC-TV Network



A triumph of
Crosley's 33 years'
electronic research

Here's the set the industry said couldn't
be built. Crosley's gone ahead and built it!

- Small enough to handle—light enough to carry. Take it out on the porch.
- Takes $\frac{1}{3}$ less space than any other 17"—fits where other sets won't.
- Super-Vertical Circuit pulls brilliant picture—easier to service.
- Front all screen—controls on the side.
- Choice of 3 finishes (mahogany, walnut, blond).
- Full-year warranty on picture tube—90 days on chassis parts.
- Rolling off Crosley production line in volume—priced for profit and action now!

17-INCH
Super-V

Suggested retail prices start at

\$ **139⁹⁵**
coast to coast
(walnut-finished)

better on a CROSLEY

Division **AVCO** Cincinnati
33, Ohio

IT'S A FACT...

72^{0/10}

OF ALL ROOM CONDITIONERS
SOLD IN 1952*



WERE EQUIPPED WITH
Tecumseh
HERMETICS

It's no wonder leading refrigeration manufacturers choose Tecumseh—

LOW INITIAL COST—Large production, based on constant demand, keeps unit costs amazingly low!

SMOOTHER OPERATING—Completely sealed in oil . . . internal or external spring mounting eliminates vibration and gives you smooth, quiet operation.

COMPACT—Specially designed for self-contained window or console air conditioning uses where space is a regulating factor!

MINIMUM OF SERVICE CALL-BACKS because of more efficient over-all operation. Saves time and money for both you and your customers!

*As reported by Electrical Merchandising

For complete information about the Tecumseh Hermetics, write Dept. M-3 today for this free booklet.



Model S2516, 1/2 H.P.
single cylinder capacitor
start compressor.



Model B7616, 3/4 H.P.
twin cylinder capacitor
start compressor.



TECUMSEH PRODUCTS
TECUMSEH, MICH. *Company*

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Specialist in TV Rental

CONTINUED FROM PAGE 104

Today the only actual promotion the service receives consists of keeping the printed cards about the rental service in circulation, and in having good signs. There's one on the back of Bigner's delivery truck, as well as a prominent sign on the side of the store, where an estimated 10,000 cars pass daily. But the best advertisement of all is word-of-mouth publicity, plus letting hospital nurses know about the service, according to Bigner.

"Once the nurses learn where television rentals are available they pass the information along to any patients who ask about it," he explains. "They account for a large number of our calls, and we do everything possible to maintain the hospitals' cooperation. Courtesy is important, and we always ask permission before installing a set that has been ordered. We also furnish our own stand, with rollers, so that the outfit can be easily pushed out of the way in the patient's room. Although good tables cost about \$6.00 apiece, they're worth it for the good will they create."

On the average, Bigner, Inc., has about 17 sets out on rental at all times. Special events, however, create a terrific demand (last year during the week of the Republican convention alone, the company took in about \$700 from rentals) and often the manager is forced to send out console models, which ordinarily are not used.

"People usually prefer to rent a table style, rather than a console, because it is easier for them to shift from room to room," he explains. "Too, it is more economical for us to deliver. It only takes one man to handle a table model, but two men are needed on the truck every time a console is sent out. Therefore, we select the best table model trade-ins to put into condition for rental purposes."

Bigner estimates that it costs an average of \$15 to get a set into A1 shape so that there will be no service calls after it is rented. This leads to their sale about 10 percent of the time.

"After customers have the television in their home for awhile and see how well it works, they are convinced that it's a safe buy," Bigner says. "If they ask us to sell it, we allow them the rental they have already paid on the purchase price. As long as we can keep replacing the sets sold, it pays. But we don't push the idea. Our biggest profit comes from rentals."

\$210 From One Set

To illustrate his point, Bigner pulled a rental record card from the file at random. It showed the history of a 12 1/2-inch R.C.A. table model taken as a trade-in on March 3, 1952. The allowance to the customer was \$61.85. The earnings of the set to date were \$210. And even after deducting delivery costs and the approximate expenditure of \$15 made to put it into shape, the set had already made more money for the company from rentals than it could possibly have been sold for. The bulk of the rental business is

done on small screen sets such as this one, which rents for a dollar a day with a \$10 minimum, or for a flat \$20 charge if it is definitely to be kept for one month. Occasionally, however, sets with a 20 or 21-inch screen are requested by business firms, and the rental rate on these is double: \$2 a day, and a \$20 minimum.

Records Are Important

Good records are considered an essential part of the rental operation by Bigner, and he stresses the importance of keeping careful control of every trade-in. The most efficient method he has found for doing this is to give each TV set a consecutive number when it is taken in. This number is then filled in, along with the make, model, and serial number of the set, on a sticker which is affixed to the back of the appliance. A file card is then made out, identifying the set by number and listing its complete history: size, make, date of trade, ex-owner's name, and the amount allowed.

When the set is rented, the record of the transaction is temporarily clipped to the file card. Then, after the set is picked up, the history of the rental is entered on the back of the permanent record. Thus there is no danger of a set being "lost" and Bigner can tell at all times exactly how much income has been derived from it.

Customers are expected to terminate the rental themselves, by calling and asking to have the set picked up. "But," Bigner warns, "it's absolutely essential to make sure they understand this, or you're apt to run into trouble. We not only emphasize this when the set is delivered, but we stamp the copy of the bill which is left with the customer with this statement: 'Please call to release TV or extra charges will be made'."

"Another important point to remember at the time of delivery is to make certain the customer knows how to operate the instrument," he adds. "While most people won't have any trouble, of course, there are always a few who will, and the resulting nuisance calls are costly and time consuming. It is cheaper, in the long run, to spend a little extra time showing them how to handle the set."

What about collection of the rental fees? Bigner has learned from experience that although hospital patients and business concerns present no problem, there is sometimes a need for precaution in dealing with householders. For this reason, all home rentals are strictly on a C.O.D. basis.

"Actually this business presents very few problems," Bigner sums up. "The methods we have developed for handling rentals and keeping records operate almost automatically, and the service helps advertise itself."

"It does a good job of advertising our store, too. We've made a lot of friends through the rental end of the business who have thought of us first when they were ready to buy a new television set." *End*

Mimar Fans blow profits your way

Here's a really sensational line of fans. They're styled, built, priced right to meet every demand customers can make for service, economy and efficiency. Mimar Fans deliver the maximum volume of air—can be used all year round—in summer for cooling, in winter for proper circulation of warm air.

Find out about the complete range of Mimar Home Comfort Appliances after you've compared these 5 line leaders. You'll soon realize how they can blow extra profits your way.



RHO412-3

12" OSCILLATING FAN

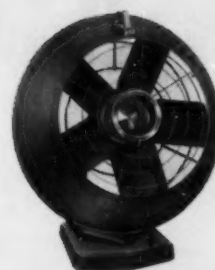
The leader in the medium price field for trouble-free service, quiet operation. Completely adjustable. Can be wall-mounted. 16" high, 9½" deep, 13¼" wide.



MP416—16" OSCILLATING FAN

The ultimate in heavy duty oscillating fans. Rugged four pole motor. Quiet operation, guaranteed long life. 22" high, 13½" deep, 18¾" wide. Volume C.F.M. 1850.

MP412—12" oscillating fan. Similar in construction to the MP416. Volume C.F.M. 1400.



MP525HV HIGH VELOCITY DYNAFAN

Portable, high velocity air circulator—16" blade. Quiet-running. 22½" high, 13½" deep, 21" wide. Housewide use. Cooling Output 3850 C.F.M.

MP525HV-Pedestal—Also available—Pedestal Type. Height 64"; extended 84". Width 20". Diameter of Base 20".



MP425HV

HIGH VELOCITY DYNAFAN

The perfect choice for medium size areas—12" blade. Fully portable. 20¾" high, 10½" deep, 19" wide. Volume C.F.M. 2950.

MP325HV—10" Dynafan model. Volume C.F.M. 2500.



MP25—MIMARVEL HAIR DRYER

An incomparable hair dryer. Provides constant stream of cool, tepid or warm air with fingertip control. Also air sweeps kitchens and smoky rooms. 9¼" high, 11" long, 5½" wide.

Get the details from Mimar today

MIMAR PRODUCTS, inc.

Brooklyn 5, New York

Branches: El Monte, California—Chicago, Illinois

A thorny problem



You can put your confidence in—

GENERAL  **ELECTRIC**

made easier to handle



new "Rapid Service Plan" for small appliance dealers



LET'S FACE IT. Repairing small appliances has always been a problem for dealers—and for us, too.

We'd like to say we've got the perfect solution. But why kid you? We doubt if there is such a thing. But we've been trying to *do* something about it—and we think we've hit on a way to make a thorny problem easier for dealers to handle.

G.E.'s new "Rapid Service Plan" saves time!

First of all, there's the time element. All dealers feel repairs take too long. Well, we've taken the thorns out of *that* problem.

General Electric now has more than 100 authorized service outlets throughout the U. S. Your store is no more than 48 mail hours from one of these.

But here's the *big* news: most appliances are repaired and on their way back to you *within 3*

days after receipt at service center! Rarely takes more than a week.

No excessive charges!

Second, there's that problem of the charge.

Under G.E.'s new policy, repair charges will be kept to a minimum. Average cost of repairs on a toaster, for example, *is only about \$3.00!*

How you benefit!

Both of the announcements above are good news for customers, but what do they do for *you*?

- 1. They build customer good will!** Happy customers become steady customers—return to you for other appliances in the future.
- 2. Dependable service** is your best answer to the cut price, too-busy-to-bother boys. Handle service on small appliances quickly and efficiently, and the average customer would rather deal with you!

For full information on G.E.'s new "Rapid Service Plan" (including complete list of service outlets) send in this coupon today.

If you have your own Small Appliance repair department, you are to be congratulated. Ordinarily you won't need our "Rapid Service Plan." However, if you should ever require *extra* repair help . . . in a hurry . . . please use our facilities for as long as you need them.

Write to me:

Bob Evans

Small Appliance Division (Dept. P.S.1)

General Electric Company, Bridgeport 2, Conn.

Please send me your free booklet, G.E.'s New "Rapid Service Plan."

Name

Address

City.....State.....

Coin - Operated METERS

- TO STIMULATE VOLUME
- FOR TIME BUYING
- FOR TIME SERVICING

Appliance Timer

The most compact
coin controlled timer
ever built . . .

A.B.T. COIN PAY METER

- Completely Automatic
- Neon Indicator Light when in Operation
- Rugged Construction
- Capacity \$25.00 in Quarters
- Accepts Quarters Only
- Throws out small coins and small slugs
- Size: 2½x4½x5½
- Time: 15 min., 30 min., 1 hour, 2 hours, up to 24 hours.



Midget Model #8200

SELL AND OPERATE:

Refrigerators, Washing Machines, Ironers, Dryers, Television, Radios, Dishwashers, Vacuum Cleaners, Deep Freeze Units, anything electrical with the PAY METER. Your merchandise does not have to be electrical to be sold through an A.B.T. PAY METER.

Free-View Television Meter

For 25¢ Coin Operation

The 3 min. Free-View Meter is especially designed for the operation of coin controlled television sets in public places, such as hotels, motels, hospitals, bus depots, and many others.

The 3 min. Free-View Cycle, designed to attract attention and to create viewer interest, can be furnished as an automatic feature, turning on the television set for 3 minutes of Free-Viewing every half hour.

- Cash Box Capacity: Over \$100.00
- Finish: Brown or Black Velvet Crackle
- Dimensions ABT Model #7300 12" high—7½" wide—3½" deep. Net weight—9½ pounds

Let us show you how . . .
Write for details and
quantity prices



A few choice territories still available
for experienced representation . . . WRITE.

ABT Manufacturing Corp.
715-723 N. Kedzie Ave.
Chicago 12, Illinois
manufacturers since 1919

Plan Your Taxes

CONTINUED FROM PAGE 106

kept. There must be consistency in the proper handling of departmental profit percentages and mark-ups and mark-downs.

HOME EXPENSES YOU CAN DEDUCT

Many retailers use part of the building they own as a place of business. Then a division of the various building expenses is made between business and personal use. Only the portion allocated to your business may be deducted. No official ruling exists to guide the apportionment. Any reasonable plan will be approved.

If you own the building in which is maintained both your business and your residence, you may deduct the portion of the heat, light, telephone, repairs, depreciation, etc., that may be fairly allocated to the business.

When your automobile is used for both business purposes and personal uses, an apportionment of your depreciation, repairs and operating expenses may also be made. Only the portion allocated to your business purposes may be deducted. It is advisable to keep records of mileage, number of trips, etc., in order to prove your fair apportionment.

WHY YOU SHOULD KEEP GOOD RECORDS

Some time after you have filed your return (perhaps even two or three years later), the Treasury may request an explanation of some or all of the items on your return. To substantiate what you did on your return, you should keep all records concerning income, deductions, and credits for at least four years.

Even though you are entitled to a deduction, you have to prove you paid the expense. That is why your records are so important. If you keep complete records, you will have no difficulty in proving every item you claim on your return.

Every business must keep permanent books of account or records. These must be sufficient to establish the gross income and the deductions, credits, and other matters required to be shown in the tax return. The records required must be kept at all times available for inspection by treasury officers; and must be retained as long as they may be material in the administration of the law.

There have been many cases where lack of data has forced the Treasury and the courts to adopt methods of determining income which they deemed suitable. This process is often used where it is strongly suspected that you have income from undisclosed sources. It may involve hitting you with average percentages earned on gross receipts found in comparable businesses. "Gross" is often based on bank deposits and gross sales.

Failure to keep records may also permit use of a very harsh formula to approximate your costs. The court decisions tell the Treasury to "bear down heavily on those whose inexactitude is of their own making."

If your regular method of account-

ing on your books clearly reflects your income, it will be followed. If it does not, a computation is made which, in the opinion of the Government, will do that.

Obviously, no uniform method of accounting can be set for all. The law expects you to adopt a system which is recognized as proper for your business.

WHAT YOU MUST INCLUDE

Each year's return should be complete in itself. Your expenses, omitted from one year's deductions, cannot be used to reduce the income of a subsequent year.

You have the right to deduct all authorized allowances within the year. But if you do not, you may not deduct them in any succeeding year.

It is recognized that, particularly in a going business, there are certain income and deduction items which overlap from one year to the next. As long as these do not materially distort your income, they may be included in the year in which, according to a consistent policy, you take them into your accounts. Approved methods of accounting must meet these three principles:

Wherever the production, purchase, or sale of any kind of merchandise is an income-producing factor, inventories should be taken at the beginning and end of the year.

A distinction should be made between capital outlay and expense. Expenditures to acquire fixtures, equipment, etc., should be charged to a capital account, not to an expense account.

If depreciation, depletion or obsolescence, is allowable, no expenditure to restore the property, other than one for ordinary repairs, can be claimed as a deduction.

Some expenses can be controlled and placed in the year in which they will give you the most benefit. You may elect to spend money this year for repairs, redecoration, advertising, etc., or delay such expenditures until next year, if that will give you a greater benefit.

CLAIM ALL YOUR DEDUCTIONS

The general principle is: you can deduct all the ordinary and necessary expenses to earn your income. But watch these rules:

1. Personal expenses are never deductible. That is so even if you pay for them out of your business. For example, if you write out a business check for the purchase of furniture for your home, that is not a business expense. It is part of your drawings from the business. Your own drawings or salary is not deductible.
2. Typical business expenses of a mercantile establishment are amounts paid for advertising, hire of clerks and other employees, rent, light, heat, water, stationery, stamps, telephone, property insurance, and delivery expenses.

(Continued on page 138)

*Here comes the greatest line of refrigerators and ranges
in Frigidaire history!*



**and I'll be selling
them on FRIGIDAIRE'S
big new TV show
on Wednesday nights!**



The "Arthur Godfrey and His Friends" TV show will make millions of new friends for Frigidaire. And this is in addition to all the folks Godfrey talks to on Frigidaire's morning radio-TV shows. In fact, nearly everyone in America can now hear Godfrey selling Frigidaire appliances on radio or TV!

**And many millions more will see the most exciting and dramatic
magazine advertising in the appliance industry. Here's a preview!**



Now! The glamorous new Cycla-matic



New COLORAMA STYLING glorifies your kitchen

Choice of two colors or white on the outside. Matching colors on the inside. Porcelain or Dulux exterior finish. A Frigidaire exclusive.

Frigidaire with complete Self-Service !

Here's the easiest-to-use food freezer-refrigerator ever made!

It's like having an extra helping hand in the kitchen!



Here's a brand new concept of food-keeping — complete Self-Service — that makes all previous refrigerators old-fashioned! Here's Self-Service from a huge food freezer, with famous Quickube Ice Trays...a freezer door that serves as a handy loading shelf...and a unique holder that practically hands you frozen juice cans.

Here's Self-Service from full-size Roll-to-You Shelves of golden finished aluminum, that put all back shelf foods up front. *More* Self-Service from a full-height, full-use Pantry-Door with special compartments and removable shelves that put everything at your finger tips. There's even Self-Service from the magic Cyclamatic brain that gets rid of refrigerator frost before it collects — needs no buttons, dials or timers. Never before such complete convenience, never before such an easy-to-use food freezer-refrigerator. And never before so many Cyclamatic models to choose from.

Choice of right or left-hand doors at no extra cost. Color styling harmonizes with most kitchen plans, and with new Colorama styled Frigidaire Electric Ranges. All 17 Frigidaire models have exclusive Meter-Miser, simplest refrigerating mechanism ever built.



See your Frigidaire Dealer — ask about models Arthur Godfrey recommends on his TV and radio shows. Look for your Frigidaire Dealer's name in your phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2204, Dayton 1, Ohio, for descriptive folder. In Canada, Toronto 13, Ontario.



Cyclamatic Frigidaire

Built and backed by General Motors

Cyclamatic Imperial Model CTI-103

Be modern... live electrically

So new, so complete, this remarkable Frigidaire Electric Range offers you

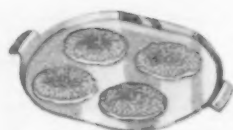
7 exciting ways to cook without an extra pot, pan or skillet!



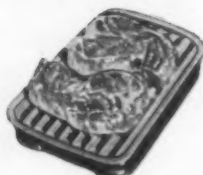
1. **Deep-fat fry** chicken, potatoes with built-in fryer. Nothing to plug in. Reaches proper temperature quickly — holds it automatically.



2. **Simmer** soups and stews, braise meats—even cook a whole meat-and-vegetables meal the thrifty way in 6-qt. Multi-Duty Thermizer.



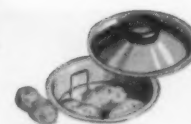
3. **Griddle** pancakes, fry eggs or bacon perfectly on large Kant-Slide Griddle. Fits into surface cooking unit, leaves both hands free.



4. **Broil** steaks or chops on special broiler pans with smokeless-type grids. Two waist-high broilers end stooping; double capacity.



5. **Roast** meats and poultry in deep broiler pans with V-shaped rack. Sealed ovens cut down shrinkage . . . make roasts juicier.



7. **Thrift-bake** potatoes or apples in Multi-Duty Thermizer on special rack. Requires less current. Automatic temperature control.



6. **Pop** plenty of popcorn all at once . . . in Multi-Duty Thermizer. Stirrer snaps onto lid to keep popcorn moving.

plus the easiest, most accurate top-of-range cooking and 2-oven baking and roasting you've ever known!

Here are scores of extra features to help you cook better with less work and to save you time.

You'll enjoy easier top-of-range cooking. Five heats provided by each Radiantube Unit are the *correct* heats to do *all* surface cooking best. Thermizer deep-well heating unit lifts up, makes fourth fast-cooking surface unit when needed. When used for deep-fat frying, brings 3 lbs. of fat to proper temperature in less than 15 minutes.

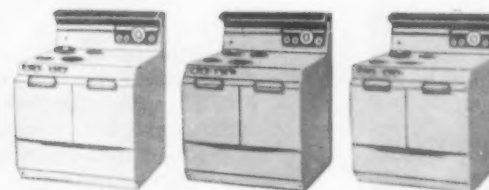
You'll find automatic cooking is simpler, really accurate, with new Imperial Cook-Master Oven Control. Two big ovens and two waist-high broilers make it easy to have all the food hot, ready to serve . . . *together*.

You'll save time and work with these Quick-Clean Ovens. Everything slides out, even the heating units. Wash shelves, guides, drip trays in sink. One-piece oven interiors wipe clean easily. Lifetime Porcelain Finish, inside and out, resists scratches and scuffs, won't stain.

See your Frigidaire Dealer today—ask about the ranges Arthur Godfrey recommends. Twelve models to choose from in three sizes—21, 30 and 40 inches. Look for your Frigidaire Dealer's name in your phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2196, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

NEW COLORAMA STYLING!

Choose from two colors or white to match new Cyclo-matic Frigidaire



Be modern . . . cook electrically



Model RT-70 G. Available with or without Visi-Door



Frigidaire Electric Ranges

Built and backed by
General Motors

This New Display FREE with any 3 TOASTMASTER toasters!

FEATURES

- Hinged display can be arranged back-to-back, end-to-end, or at any angle in between.
- Sturdy, attractive, and takes little more space than two toasters.
- Twin platforms printed in beige-colored fabric pattern.
- Six-color display highlights sales features of each toaster.



Use it to SELL!

Sales features on back for ready salesperson reference.

You get Selection, Double Sales Potential, and Trade-Up!

NEW TOASTMASTER 2-TOASTER DISPLAY

Only here can you offer selection ... right from this 2-toaster display!

SELECTION ... Only "Toastmaster" offers you that always-desirable merchandising feature. This compact display spotlights this price choice in America's most-wanted toasters. When you ask the sales-producing question—"Which 'Toastmaster' Toaster do you prefer?"—this display doesn't leave room for a "no" answer. It pulls your customers toward a sales-closing choice.

DOUBLE SALES POTENTIAL ... Two "Toastmaster" Toasters mean *twice* the sales potential for you. Here, in a single brand, are two models of the world's most famous toaster.

TRADE-UP ... With two "Toastmaster" Toasters you can now trade-up without getting involved in confidence-destroying brand switching. *And that isn't possible on any other nationally advertised toaster on the market today!* Here's the most logical application of one of the surest closers in selling.

Put this selling strategy to work now. Don't miss out on this great new innovation in toaster merchandising. Order from your distributor today.

SUPPLY IS LIMITED!

—Call Your Distributor Now!



SPECIAL OFFER!

1 "Toastmaster" Toaster counter display no charge

50 consumer leaflets—1B16 no charge

50 consumer leaflets—1B14 no charge

Cut and mat sheet no charge

All this with the purchase (at your regular cost) of only 3 "Toastmaster" Toasters in any combination of the two models!

The Push behind it!

A McGraw Electric ad a week for 52 weeks in POST for '54!

No other manufacturer has ever given its retailers such consistent support! McGraw Electric POST ads will be pulling for you *each and every week* for 52 weeks, during 1954! Week after week, powerful ads will build preference, as never before, for "Toastmaster,"* Manning-Bowman, Tropic-Aire and Everhot products. All this, PLUS a total of 166,000,000 hard-hitting advertising messages in these magazines ...

Look
McCall's
House & Garden
Holiday
Bride's Magazine
Guide for The Bride

Better Homes &
Gardens
Country Gentleman
House Beautiful
New Yorker
Modern Bride

Toastmaster
Automatic Toasters

*"TOASTMASTER" is a registered trademark of McGraw Electric Company, Elgin, Ill. © 1954

The way LIFE sells appliances...



Marsh's promotion-minded manager, J. M. Daugherty (right), discusses displays with LIFE's retail representative, Bill Creamer. After 3 weeks, Jack Daugherty said:

"When I decided to run an 'Advertised-in-LIFE' promotion, I knew that I'd chosen a potent advertising medium, for by far the greatest percentage of my customers read LIFE. My belief was upheld, and our promotion was a great success."

Marsh's announces the event with a 32-page newspaper supplement, which appeared in Port Washington, Manhasset, and Roslyn newspapers—the largest ever run by a single retailer in Long Island papers. Many homemakers are still saving the supplement for future reference to its helpful articles on appliances as well as its informative advertisements.

Port Washington's Welcome Wagon still gives copies to newcomers in town.

One very big reason appliance retailers are "sold" on LIFE is made plain by this three-week promotion, recently held by the Marsh Appliance Center of Port Washington, N. Y.

The reason is this: Marsh's over-all sales increased 20% during the promotion, and business was better for weeks afterwards.



sells appliance men on LIFE



Notice the way Marsh's used "Advertised-in-LIFE" stickers to frame the tops of their display windows. These colorful borders, together with signs and blowups of LIFE covers posted

on interior walls, attracted customers into the store without obstructing the view of appliances in the windows. Ingenious ideas like this give individuality to LIFE promotions.



Reprints of LIFE ads—placed on appliances—enabled customers to study entire sales message while looking at the merchandise.

Every issue of LIFE reaches 11,880,000 households in the United States*

*From A Study of the Household Accumulative Audience of LIFE (1952), by Alfred Politz Research, Inc.



9 Rockefeller Plaza, New York 20, N. Y.

First in circulation

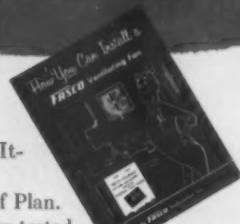
First in readership

First with appliance dealers

Bigger Profits in '54

WITH THE **FASCO**
DO-IT-YOURSELF PLAN

INCREASE your share of "Do-It-Yourself" profits by joining the sensational Fasco Do-It-Yourself Plan. Completely market and consumer tested, this plan will make big news, and bigger profits, for every Participating Fasco Dealer. Fill out the coupon below. It's the first step toward making 1954 the greatest selling year ever!



THE PRODUCT



Fasco Ventilating Fans are unquestionably the best value on the market today. Both 8 and 10-inch models are designed for easy installation. Guaranteed 5 years for your protection.

Fasco Ventilating Fans for every type of installation. Nationally advertised, the favorite of professional builders everywhere.

DIRECT HOT LEADS



You become a Participating Fasco Dealer by ordering only three units of your choice. All consumer leads in your area from national advertising are sent immediately to you. Every lead is a potential sale... every customer is pre-sold!

THE SALES AIDS



You get a complete sales promotion kit to identify yourself as a Participating Fasco Dealer and help you sell. Counter Display • 12 Do-It-Yourself Books • Window Streamers • Envelope Stuffers • Newspaper Ad Mats • Suggested Radio Commercials • Dealer Follow-Ups • Direct Mail Letters • Order Blank for Additional Material.

FASCO
INDUSTRIES, INC.

FASCO INDUSTRIES INC. 113 Augusta Street • Rochester 2, New York

I want to become a Fasco Do-It-Yourself Dealer. Please rush complete information.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

From Banjos . . . To Television

CONTINUED FROM PAGE 114

row. It seeks to correct this in its merchandising of television, to line it up with its long-haul policy. A look at Kenneth Gillespie's speeches brings out things like this: "Too many TV and appliance salesmen handle their products and their boss' reputations too loosely. They are not willing to study the products and familiarize themselves with their firm's method of doing business. They don't care or won't take time to become real business men. Why should the television and appliance business be so abused?"

Active in association work, Mr. Gillespie helped lay a foundation for television which has probably kept Kansas City out of many a Better Business Bureau crackdown. A two-nights-a-week training school was financed by the appliance distribution divisions of the Electric Association (in which Mr. Gillespie was then vice president) and concluded four months before the test pattern went on the air for Kansas City's first television station.

Television a Natural

"Organs and pianos led naturally into the talking machine business, and phonographs were followed naturally by radio and television," said Mr. Gillespie. "Television is a natural in our line of retailing."

The men who sell at the Jenkins Music Company are separated into watertight compartments. J. T. Allen is merchandise manager for all stores and W. J. Cox is sales manager in Kansas City. A special group deals with pianos and musical instruments, one working outside, the other inside, in the Kansas City store. Ten men sell appliances and television, half of them on the floor at a time, half following up outside leads. Compensation consists of salary and percentage. There are 41 sales persons in the chain selling TV and appliances.

Seven brands of television are carried by the Kansas City store, selected on a basis of price coverage and features. Distributors are chosen on basis of standing, ideas and trustworthiness. Incidentally, seven brands bring in a lot of cooperative advertising money. Number of lines range from three to five in the branch stores.

As this is written, a promotion is going on in honor of Jenkins seventy-fifth anniversary. Seventy-five pianos are being given away to groups. To win them, each item sold yields so many votes. Every association and club is urging its members to purchase their personal items at Jenkins so that the group may win a piano.

Music Attracts All Classes

Most people consider the market that Jenkins Music Company reaches is at the Marshall Field level, but Ken Gillespie says this is not so. "Music cuts across all classes," he declares. The store employs negro salesmen, and works through colored schools

and groups as carefully as it does in white areas.

Most television is sold off the floor in the Kansas City store, which is centrally located at 1217 Main Street, easily reached, and strongly advertised by newspapers and radio.

It is in its installation and service that the Jenkins firm feels that it has an advantage over its competition in Kansas City. A. L. Fouts, whose ham radio experience dates back to 1916, heads the department. The firm has eight men working outside and seven inside, in addition to the Jenkins delivery service. Two men are always sent out on a repair job when the picture tube is as large as 27 inches, as these large tubes are considered dangerous and need two men to handle. The store leads Kansas City in 27-inch TV sales.

The service department is actually run at a loss or near break-even point most of the time, simply because Jenkins believes that here permanent friends for the store are made or lost. A recent mailing made to thousands of people who have had service brought in only 13 complaints, of which five were justifiable.

A charge of \$6.50 is made for a service call, entitling the customer to one hour's work. An average of four calls per customer is made, and only 6.3 percent of the sets are brought in for repairs, the Fouts policy being that the entire job can nearly always be done in the home. "We are against the idea of a low charge, as bait, with profit being made on a picked up set," he says.

Kansas City today with four stations, gets CBS, NBC and ABC reception on VHF. The DuMont station is UHF. When UHF came in, the Kansas City Star station jumped its power from 20 to 100 kilowatts with the idea of competing by means of a brighter, better picture alone. Even so, it was certain that many people would want programs coming over the other stations, and as a result Jenkins has had to turn to a study of aerials in a city that probably has the fewest outside aerials in the country. In fact, A. L. Fouts believes that only two percent of the homes in Kansas City have VHF outside aerials at the present moment.

Aerial Problem

The Jenkins Music Co. in its television promotion has always sold the picture and not the antenna. Salesmen ask the customer what stations he wants to receive and go about providing what the customer wants. In fact, Mr. Fouts feels that a customer resents having to buy an outside aerial much as early-day automobile purchasers used to resent having to pay extra for bumpers or windshield wipers. He believes that a satisfactory aerial can be built inside a set. UHF needs radio frequency amplification and he thinks this can be done, and the next two or three years will see

(Continued on page 138)

MEMO FROM CBS-COLUMBIA

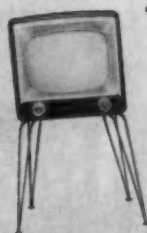
TO: *All Alert Dealers—Here's the best bet in the business for Stimulating Sales now. These red-hot promotional models are converting lookers into buyers—but fast! Get in on a good thing—see your CBS-Columbia distributor for details!*

lowest
price ever
for 21" console
\$199.95

It's by far the greatest buy in all TV history! This superb new 21-inch CBS-Columbia console model, *The Spotlight*, is yours for the incredibly low price of \$199.95 complete—the lowest price ever for a 21-inch console of any make! This, mind you, is no ordinary "bargain" act. It's a high-quality precision instrument engineered by CBS-Columbia. It features today's most important electronic advances, including the exclusive CBS-Columbia Power-Tron Chassis and Photo Electron Gun for a "deep," steady, razor-sharp picture. Its audio system is equally sensitive—gives you sound as rich and true as its picture is bright and clean. In rich mahogany veneer cabinet, *The Spotlight* is practically a give-away at \$199.95. See it! Hear it! Send it home and enjoy it!



and it's a
CBS-Columbia!



THE ANNIVERSARY
17-inch table model was
TV's best buy at \$179.95
—now sensational at
\$159⁹⁵



THE SUTTON
21-inch table model.
Stain-resistant
ebony-finish cabinet.
\$179⁹⁵

CBS-Columbia—A Division of the Columbia Broadcasting System

OSCILLATORS

10", 12" and 16" Parker blades, also same sizes with ultra-quiet overlapping blades; 90° fingertip oscillation control. 5-Year Guarantee.



LOW TABLE FAN

12" blades, 3-speed motor, finished in metalescent mahogany. 5-Year Guarantee.



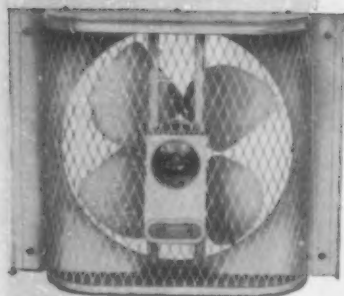
EMERSON JUNIOR FANS

10" and 12" blades, with new streamlined design in either metalescent bronze or niagara green finish. One-Year Guarantee.



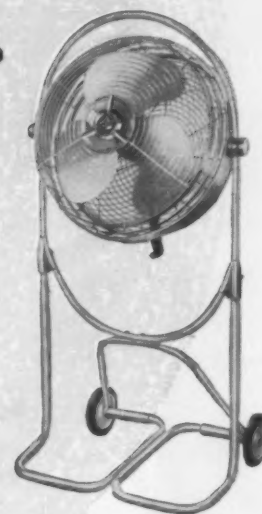
WINDOW FANS

Two-speed, reversible, and also non-reversible models, in 16", 20", 24" and 30" blade sizes. Silver grey enamel finish. 5-Year Guarantee.



18" ROLL-ABOUT

Distinctive sales features, the leading value in portable fans. 5-Year Guarantee.



Spring tonic for summer selling

Dealers who stock the Emerson-Electric fan line in 1954 can look forward to the biggest profits ever... because this most complete fan line in America will be backed by the biggest promotional campaign ever!

The famous fans you see here are going to get a real "spring tonic for summer selling" in *leading magazines*... all timed to reach prospects when hot weather strikes.

If you'd like to know more about Emerson-Electric's "Spring Tonic" and the many other fans in the line, write for Catalog No. 317.

There'll be hard-hitting sales helps like these, too!

- Consumer folders... four attractive *selling* folders featuring Home Cooler fans, the general fan line, Kitchen fans and Exhaust fans.
- Window and floor displays — all-important point-of-sale pieces that help clinch the sale!
- Newspaper mats, radio and TV scripts — give local impact to the national ads. They tell prospects that *you've* got famous Emerson-Electric fans.

THE EMERSON ELECTRIC MFG. CO.

St. Louis 21, Missouri

Send for this FREE 30-page catalog



EMERSON
FANS • MOTORS



ELECTRIC
APPLIANCES



You'll sell this one with confidence

Here's a closeup of the new Emerson-Electric DeLuxe Room Air Conditioner . . . the unit you can sell with *confidence*, without reservations.

The well-known dependability and long-lived quality of Emerson-Electric fans have been translated into this superbly designed and engineered room conditioner . . . presenting a great new selling opportunity for you! For complete information on the complete line of Emerson-Electric DeLuxe Room Air Conditioners, write for Brochure No. RC40.

Biggest national advertising campaign in Emerson-Electric history will back these units, plus sales helps like these:

- Consumer folders — colorful, packed with selling information, for use as mailing pieces, bill inserts, etc.
- Attractive floor display — to sell them on the spot!
- Newspaper mats, radio and TV scripts — to do the big *local* selling job, the one that means profits for *you*!

THE EMERSON ELECTRIC MFG. CO.

St. Louis 21, Missouri



Send for Free Brochure describing these and many other features

- 1/2-, 3/4- and 1-ton sizes with BTU ratings of 6,000, 8,600 and 11,500 per hour.
- Twin-Compressor unit (except 1/2-ton unit which has single cylinder). Ultra-quiet, efficient, two-speed blower motor.
- Comfort-Control Dial gives easily understood directions for any of 8 services. Thermostat equipped.
- Perfected uniform air distribution louver, distinctly new, with 13 possible combinations of directional flow, finger-tip control.
- Beautifully designed all-steel cabinet finished in Antique Ivory and Fawn Enamel which blends with all furnishings.





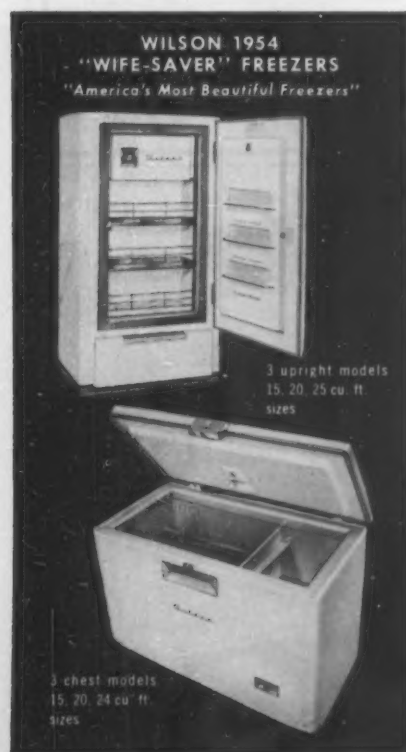
THESE WE DON'T HAVE...

You'll find no cats and dogs, no tag-along products in the Wilson line.

Wilson concentrates on freezers, gives you a complete line of both chests and uprights... and the most saleable chests and uprights on the market!

What makes them so saleable? That's easy. They're customer-designed... have every feature a freezer should have... including a competitive price.

Looking for a Freezer line? Look into Wilson. Wilson has the freezers and the franchise arrangement you've been looking for.



Wilson
REFRIGERATION, INC.
Division Tyler Refrigeration Corp.
Smyrna, Delaware

MAIL COUPON FOR DETAILS

WILSON REFRIGERATION, INC.
102 Glenwood Ave., Smyrna, Del.

Please send me complete information and details on Wilson Freezers and Franchise availabilities. I am interested in:

- ☐ Wilson Dealer Franchise
☐ Wilson Distributor Franchise

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Plan Your Taxes

CONTINUED FROM PAGE 126

3. Capital costs cannot be deducted.

Generally, the cost of acquiring an asset or of prolonging its life is a capital expenditure. The current expenses of running a business are not capital expenditures. Strictly speaking, every purchase of an asset or property (other than inventory) is a capital expense. Yet the law permits a deduction if the useful life of the item purchased is less than a year. For this reason, the cost of small tools, pencils, etc., is deductible. Although capital expenditures are not deductible in the year paid or incurred, their cost may usually be recovered. This is done through the deduction permitted for depreciation.

4. These deductions which you take in the business schedule are in addition to the normal deductions given everyone, i.e., medical costs, taxes, interest, and contributions. You are not permitted to take a deduction twice. If you deduct interest or taxes as an expense of your business, you cannot again deduct them in another part of your return.

SALARY TO YOUR FAMILY

You may pay and deduct reasonable salaries to your minor children if they perform services that would ordinarily require an outsider. Each must report the salary as income. Each files a re-

turn and pays a tax. Your child may receive less than \$600 and have no other income; then he is not required to pay a tax. You may still claim him as a dependent (if he receives less than \$600). You are, of course, always entitled to a deduction for compensation paid (in money, property, or shares) to your children who perform services.

You can also deduct amounts paid for household help to the extent that their services are used in a business.

Services of members of your family must be continuous and substantial in the operation of your business. They may not be slight or insignificant services such as any wife might perform for her husband or any son for his father.

If you seek a deduction for compensation you pay your minor children, be ready to prove that—

1. Real employee relationship exists.
2. You actually make payments for services (but payment for schooling or support might be in that class if it is really pay for services).
3. The minor chooses to work with you rather than somewhere else. The services must be voluntary, not enforced.
4. Actual services are performed, not those ordinarily classed as part of the household duties. *End*

From Banjos... To Television

CONTINUED FROM PAGE 134

more reliable built-in aerials.

Because Kansas City's three VHF stations differ greatly in power, reception varies in different parts of the town. As a result, Jenkins has a map in which a pin is stuck each time the company makes an installation. This pin tells company experience as to what kind of aerial was necessary for good reception in that area. Black pins, incidentally, indicate areas in which reception was very difficult or impossible.

Armed with this knowledge, a salesman can talk intelligently to the customer on his aerial problems—which may become acute if he wishes to receive all stations. Jenkins charges \$37 for a UHF aerial installed, and \$58 for an all-channel antenna.

In its sales of television, the Jenkins Music Company finds that a trade is involved in about one out of 20 sales. Most people turn their old sets over to the children or give them to relatives. One out of 10 television

sets taken in trade is good enough to sell on the floor. The rest of them have something wrong, which, after all, was the reason the set was traded in in the first place. These defective sets are usually sold in a lump sum as a package to outside buyers.

Time Payment Habits

The Jenkins Music Co. sells 60 percent of its merchandise on time, and 25 percent of the purchasers are working people. The credit department is on its toes, says Mr. Gillespie, and 97 percent of its time paper is current, the store being very alert to its delinquencies. On television 25 percent of its contracts are for 12 months or less, 68.2 percent are 18 to 24 months, and the balance run from 12 to 18 months.

This compares to a 24 months maximum allowed on appliances and 36 months maximum allowed on pianos. The average television sale at Jenkins is \$368. *End*

This Spring
**REGINA schedules another
 great national advertising program
 THAT TAKES THE WORK
 OUT OF SELLING BY PRE-SELLING!**



REGINA *TWIN-BRUSH*
 MODEL "S"
POLISHER & SCRUBBER

"Takes the hard work out of
 scrubbing, waxing, polishing"

• • •
 America's best known, most complete
 Polisher and Scrubber
 (more in use than all other makes combined!)

• • •
 Featuring new attachment
 for professional
 rug cleaning at home!

REGINA
Electrikbroom

"Takes the hard work
 out of daily housework"

• • •
 Lightest, fastest, easiest-to-use vacuum cleaner
 ever invented!

• • •
 Now employing a new swivel-action nozzle!

"There's danger in dust and dirt!"



Starting with full-page, color advertising in
LIFE March 15, out March 12 **AMERICAN HOME** April, out March 25

and continuing well into May in these 12 other leading magazines covering the Mass and Class markets:

BETTER HOMES & GARDENS
 COLLIER'S
 WOMAN'S HOME COMPANION

McCALL'S
 GOOD HOUSEKEEPING
 WOMAN'S DAY

FAMILY CIRCLE
 HOUSE BEAUTIFUL
 HOUSE & GARDEN

LIVING FOR YOUNG AMERICANS
 SUNSET
 SMALL HOMES GUIDE

38,000,000 CIRCULATION! • 140,000,000 READERS!

Capitalize on REGINA's extensive
 national advertising by making use
 of all these free, effective selling aids:

Newspaper Advertising Mat Services • Radio & Television Commercials • Envelope Stuffers • Displays

Entertaining Giveaway Booklets:

"Jack the Giant Killer" • "The Story of a Modern Cinderella"

No other appliances lend themselves to easier, quicker, more
 convincing sales demonstrations than REGINA products!

AND—Another hard-hitting, large-space advertising campaign reaching
 industrial plants, schools, hotels, hospitals and other institutions

REGINA MODEL A

16 INCH *TWIN-BRUSH* FLOOR MACHINE

BIG enough for heavy-duty, large floor cleaning!
LIGHT enough to operate easily, carry comfortably!

Here's the schedule of publications:
 Institutions Tourist Court Journal Hotel Management
 Modern Sanitation Modern Hospital Catholic Building & Management
 School Executive — School Equipment News



Act Now to cash in on this big advertising promotion

THE REGINA CORP., Rahway 11, N. J.

I am interested in the:

_____ Model S Polisher & Scrubber
 _____ Electrikbroom
 _____ Model A Floor Machine

Please send:

_____ Name and address of distributor
 for my territory.
 _____ REGINA Dealer Helps.

STORE NAME _____

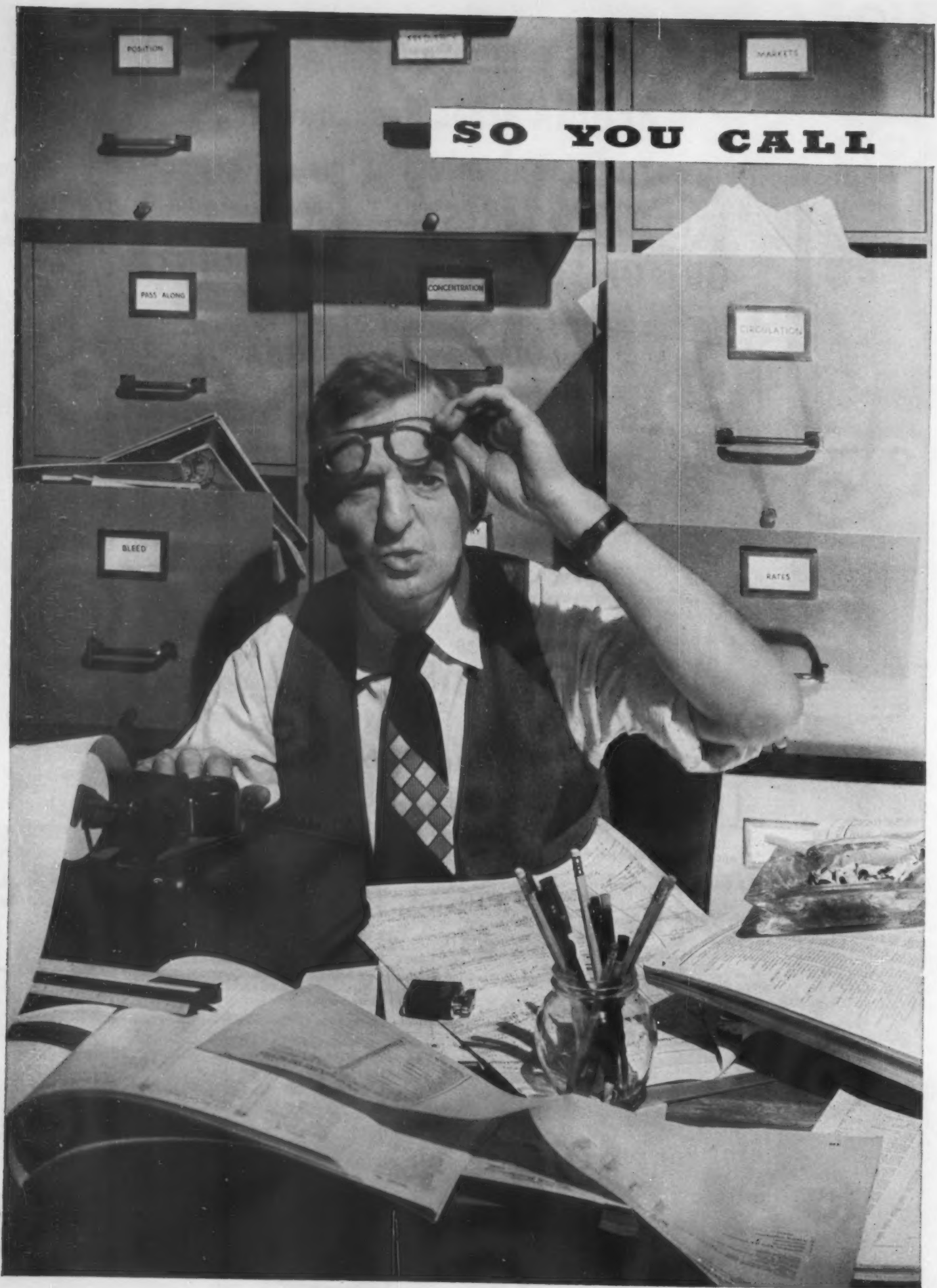
ADDRESS _____

CITY _____

ZONE _____ STATE _____

SIGNED _____

In Canada: Switson Industries, Ltd., Welland, Ontario



YOURSELF A SPACEBUYER!

Well, maybe there's a better name for you.

Let's face it.

Buying space is the least important thing you do. A junior can make out space orders. The action you take after evaluating all of the factors is the thing that makes you important...because you're really an *advertising administrator*.

What do you do when you find a trade publication that gives you nearly all of the outlets including the big bellwethers? You don't just "buy space" in it. You schedule insertions to *dominate* it. This gives you the greatest advertising impact your advertising dollar will buy.

Maybe a "spacebuyer" would peek into Standard Rate and Data and put all the publications in the appliance-radio-TV field "on the list"...but this can be expensive...dealers only read an average of two publications...usually the strongest two in the field.

You don't scatter your client's budget. You concentrate his advertising dollar. You'll certainly want to put it in the *only paid circulation magazine* which covers the national market by itself.

You'll get the kind of readership which makes advertising most effective in ELECTRICAL MERCHANDISING...the Industry's Best Seller. America's leading dealers and distributors buy it because it helps them sell. It can help your client do his best selling job too. It can help him cut his sales costs while he gets a bigger share of the market.

You can help your client educate dealers on how to sell his product by telling his story regularly in ELECTRICAL MERCHANDISING, the "how-to-sell" magazine. Your advertising will stimulate off-season sales and build distribution.



alone

will

cover the market alone

A MCGRAW-HILL PUBLICATION, 330 WEST 42nd STREET, NEW YORK 36, N. Y.

appliances powered with...

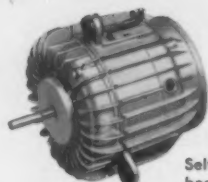
Lamb Electric

SPECIAL APPLICATION

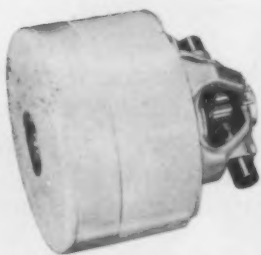
MOTORS



Parts designed for floor polishers, food mixers and other household appliances.



Self-oiling porous bronze bearings and other features insure dependable performance.



Small vacuum unit designed for hand cleaners, blowers and similar applications.

• You will find the appliance is easier to sell when you tell your customer it is powered by a Lamb Electric Motor, specially designed to provide good performance and assure long, dependable service.

Greater sales appeal, resulting from these advantages, speeds turnover—which is one of the many reasons why leading dealers the country over like to handle appliances equipped with Lamb Electric Motors.

THE LAMB ELECTRIC COMPANY
KENT, OHIO

In Canada: Lamb Electric—Division of
Sangamo Company Ltd.—Leaside, Ont.

They're Powering America's *Finest* Products



Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER

MOTORS

June Brides Party Gets Prospects

John Baker, of Seneca Appliances, Columbus, Ohio, had a party for June brides—and found it drew prospects to his store.

"WE tried a party for June brides in 1952," says John Baker, of Seneca Appliances, Columbus, Ohio, "and it was so successful we had it again in 1953. We are angling for the bride because home service girls from distributors and the utility put on informative demonstrations. They can show brides how easy it is to cook, plan menus, and do the laundry. And if they remember what they are taught, the old joke about a bride's first biscuits will have to be discarded.

Something for Everybody

"The most helpful feature of this June Bride Party is that it draws brides, who are your hottest prospect," Baker believes. "First, they need virtually every major appliance you sell. Second, they are not someone else's old customers, you don't have to win them away from a competitor. You can get in on the ground floor of their buying preferences just by attracting their attention. Satisfied customers among new brides will be valuable customers for years to come."

About 30 percent of the 200 attending the two-day promotion were brides. Cards were passed out as they entered for listing immediate appliance needs. Each bride in Columbus was invited. Baker ran ads in the *Southside Leader* about a month before the promotion, asking each bride to come to the store during the cooking and laundry demonstrations and pick up a free gift. Each bride received a one quart Revere saucepan, and a \$50 merchandise certificate. The distributors gave something too. Westinghouse Electric Supply Co. donated salt and pepper shakers designed like their laundry twins. Ohio Appliances, Inc., for RCA-Estate Range, gave a spatula.

"For us the party wasn't very expensive," says John Baker. "Our distributors and the utility were very cooperative. The utility gave out the recipes which featured easy-to-prepare menus with special emphasis on oven baking, and furnished a girl to do the cooking. We also had a cooking demonstrator from the Bennett Distributing Co., and a WESCO demonstrator for the laundry equipment. All it cost us, in-

cluding the ads and prizes, was about \$100.

Building Prospects

Aside from the main aim of the promotion—a real introduction to an appliance dealer—Baker feels that the promotion does more than that. The first year, he sold 14 major appliances at, and right after, the promotion. Last year, 32 major appliances were sold (20 refrigerators, 7 dryers, 5 ranges, besides \$1,000 in traffic appliances, and 10 TV sets). But Baker notes from his experience with the first performance of the promotion, the introduction of June time hits the brides just right. They know you and remember you in the fall when TV and other appliances can more easily be bought. So, sales made later in the year, can also be attributed to the promotion.

One thing that hampers the promotion for Seneca Appliances is the lack of room. They have only 1500 square feet of space, and although they want as many people there as possible, they have to limit attendance because they still need room to display appliances. The first year the promotion ran two nights. Last year, because of increased interest, they added two afternoons. Baker noted that people who had been at the first performance even looked forward to the second demonstration. They dropped in, mentioned they knew a gal who was getting married and who ought to come this year.

Even Husbands Like It

One way Baker constantly builds a closeness with his prospects is prompt delivery. If a prospect comes in and buys an appliance, he knows they want it as soon as possible. Usually, within three hours he has it in their home, not just delivered, but hooked up and ready to go. Baker, unlike many appliance dealers, personally delivers most of the appliances that are sold. He doesn't wear white shirts and ties, but clean work clothes so he can go out and deliver appliances, thus helping the people feel at home with him. Baker's philosophy is the closer you are to your customer, the better off you are. He has found that it pays off in appliances sold. End

NEXT MONTH—Electric Housewares. This April, in the traditional electric housewares issue, *ELECTRICAL MERCHANDISING* editors concentrate on ways to sell housewares—an acknowledgement that while merchandising effort alone is praiseworthy, it's the right kind of effort that gets results.



It's Easy to



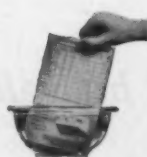
Sell
on
Proof!

Sell the line that invites comparison

Republic Steel Kitchens



THIS SALES-BUILDING PACKAGE
TEAMS YOU UP WITH REPUBLIC'S
"MOST FOR YOUR MONEY" CAMPAIGN



The Buy On Proof folder
and the "magic-dip" post
card give prospects the Show-
down Comparison check-list
that closes sales fast!

A COMPLETE SELLING KIT

- Display Spots
- Streamers
- Wall Chart
- Free Premium Wallet Offer
- Magic Post Cards
- Buy On Proof Folders
- Sell On Proof Salesman's Folders
- Radio and TV Scripts
- Ad Counter Card with Remodeling Book
- Co-op Newspaper Ads
- Broad-sides
- Outdoor Posters

Produces Big Kitchen Sales for Modern Merchandisers

Right now is the time to team up with Republic Steel Kitchens! Republic's big "Most For Your Money" national advertising campaign is in full swing. Big full page, full color ads give your prospects the facts on wise kitchen buying. And they come to you for the story on the only line that invites comparison!

Put this hard-selling tie-in package to work for you making big, profitable kitchen sales. It's geared closely to Republic's show-down comparison theme, "Most For Your Money!"

Join the Challenge Line Now

There never was a better time to get yourself set to cash in on the big-volume, high-profit opportunity with Republic Steel Kitchens, the line that's planned, built and pre-sold by one of the world's largest steel companies. A basic Republic Steel Kitchen in your display center and this new, modern merchandising kit put you in business in a big way. In the right way! Ask your distributor, or write: Republic Steel Kitchens, Republic Steel Corporation, 1012 Belden Avenue, Canton 5, Ohio.



Visit our permanent display in Chicago
Merchandise Mart—Space 11-116, 11-117

CABINETS OF STEEL FOR LASTING APPEAL

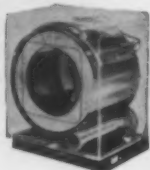


No wonder she wants to throw in the towel

LIKE OVER 43 million other housewives, she's tired of lifting, lugging and hanging the week's wash. Then starting over again whenever there's a thunder-shower or a flock of birds flying low. And she *should* be tired. Hanging up a week's wash takes as much energy as lifting a ton of coal ten feet. Why not help her throw in the towel—at a profit? Sell her an automatic dryer with the famous Lovell Drying System. Users report it'll save her up to 10 hours a week. You'll save some work, too, if you tell her about these Lovell Drying System features.

1. Thermostatic Control: (a) Dial provides for ten degrees of dryness. (b) Automatic shut-off at desired dryness.
2. Vacuum Drying System preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.
3. New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.
4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.
5. Air-cooled Cabinet allows easy access for cleaning.
6. Easy-to-clean Lint Trap.
7. Lint Trap Safety By-pass prevents clogging if user fails to empty trap.
8. Outdoor Humidity Vent is easily connected at rear.
9. Handy Clean-out Duct to remove sand, small objects.

The Lovell Drying System is used in many leading makes of tumble-type dryers, both gas and electric. Lovell Manufacturing Company, Erie, Pennsylvania. Also makers of famous Lovell Pressure Cleansing Wringers. (Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)



America's newest household blessing



Drying System
ELECTRIC and GAS

NEW PRODUCTS



ANNA A. NOONE

New Products Editor

1954 Air Conditioners


CARRIER Room Air Conditioners

Carrier Corp.,
Syracuse, N. Y.

Models: Carrier 1954 "hideaway" room air conditioners.

Selling Features: Projects no farther into room than line of window-sill; can be installed in 14 different locations, including top of window, through the wall with only the grille showing, built-into bookcases, cabinets or storage walls, or backed up to casement windows; features high cooling and dehumidifying capacity, quiet, automatic operation; special precision thermostat permits exact control of temperatures in 4 comfort control positions; available in $\frac{1}{2}$, $\frac{3}{4}$, 1 and 1-h.p. sizes and a console of 1 $\frac{1}{2}$ h.p. capacity.


HOTPOINT Air Conditioners

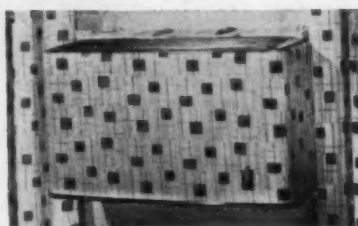
Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Models: 5 sizes in room air conditioners available in 14 different models.

Selling Features: All models styled in blue-gray; sizes range from $\frac{1}{2}$ h.p. to deluxe 1 $\frac{1}{2}$ h.p. units controlled by pushbuttons; air velocity ranges from 900 to 1200 ft. per min. with a room penetration of 30 ft.; all conditioners will exhaust stale room air during winter and summer months at 200 cfm; simplified manual controls let user select any mixture of fresh and cooled room air; 2 models have auxiliary heating units to temper chill spring and fall air and warm incoming outside air during winter.

Depending on size, 1954 models have rotary switches or pushbutton

controls; smaller units are adjusted by means of a dial with 3 settings while larger models have pushbutton controls; small $\frac{1}{2}$ h.p. unit has one air grille and the large 1 $\frac{1}{2}$ h.p. unit has 3 adjustable air grilles—grilles can be rotated to direct air circulation.


INTERNATIONAL-HARVESTER Air Conditioners

International Harvester Co.,
186 N. Michigan Ave.,
Chicago, 1, Ill.

Models: I-H 5 air conditioners in 4 different sizes in 115 or 230 volts are included in 1954.

Selling Features: Units range from $\frac{1}{2}$ to 1 h.p.; all models have larger, special air mixing chambers that uniformly distribute incoming air over enlarged "king-size" cooling coils, permitting larger room areas to be cooled in a shorter length of time; dust, dirt, soot and pollen are removed by air washing and by a glass fiber air filter; 4 models have thermostats that automatically control degree of cooling; can be decorated to match the color scheme of the room; powered by "Tight-Wad" compressor.


NOMA Air Conditioner

Noma Lites, Inc.,
55 W. 13th St.,
New York, 11, N. Y.

Models: Noma room air conditioners No. 75 and No. 100.

Selling Features: No. 75 is a $\frac{3}{4}$ ton model and No. 100 is a 1-ton Deluxe room air conditioner; both units will automatically cool in summer and heat in winter; both models equipped with enclosed G-E heating units; Ranco thermostats; 2 G-E sealed, permanently lubricated motors; Tecumseh internally spring mounted compressor;

8-position control switch; 4 separate, individually adjustable, 4-directional louvers; 2-tone Bonderized steel and plastic weather-proof cabinets.

No. 75 designed for rooms up to 400 sq. ft., and circulates up to 300 cfm.; will remove up to 30 qts. of water every 24-hrs.

No. 100 for 550 sq. ft. rooms and circulates up to 340 cfm.; will remove up to 36 qts. water from room air every 24 hrs.

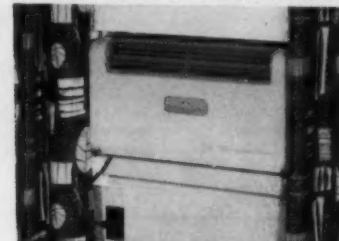

VICTOR Air Conditioners

Victor Products Corp.,
901 Pope Ave.,
Hagerstown, Md.

Models: Victor 1954 window type air conditioners.

Selling Features: Available in 3 sizes: VRC-50, $\frac{1}{2}$ h.p., VRC-75, $\frac{3}{4}$ h.p.; and VRC-100, 1-h.p.; feature automatic 7 selection push button control; fixed grille, 3-dimensional cooling; ventilates, cools, exhausts, dehumidifies; extra large filter located conveniently for easy changing; temperature control optional on VRC-50 and VRC-75 and is included as standard equipment on 1-h.p. model.

VRC-50 and VRC-75 project 13 $\frac{1}{2}$ in. into room; VRC-100, 15 $\frac{1}{2}$ in. Bonderized with baked-enamel.


FRIGIDAIRE Air Conditioner

Frigidaire Div., GMC,
Dayton, 1, Ohio

Models: Frigidaire window-type room air conditioner line for 1954 feature flush window-mounting.

Selling Features: New mounting will be made in window with only air delivery and return section of the air conditioner, plus the con-

trols, showing inside the room; draperies can be drawn across front of unit if desired; metal "tunnel" surrounds control section plus each side of the unit at that point, window is lowered to a sealing flange on top of tunnel near front of conditioner, allowing unit to be placed further outside window and still have controls accessible; section that extends outside is well-braced with a tubular steel support bar; no bolts or fasteners required—bar leans against building in supporting weight. 4 standard, balance mounted models are also available in same sizes— $\frac{1}{2}$, $\frac{3}{4}$, 1 and 1 h.p.

Several models equipped with a thermostat and a built-in heating unit; pushbutton controls give selection of cooling, circulation, heating, high and low blowers; all models equipped with filters that can be cleaned and reused or replaced. Units can be installed without bolts or nails, a feature for the rental market; units project less than 1 ft. into room.


RCA Air Conditioners

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: RCA 1954 room air conditioner line consists of 9 basic models of console and window type.

Selling features: New features include permanent filters, night lights, built-in thermostats, pushbutton controls; optional heating facilities; all models will be housed in cabinets designed by Henry Dreyfus. No. 33, $\frac{1}{2}$ h.p. model has 4175 hourly btu capacity; No. 50, and 50 Deluxe have $\frac{1}{2}$ h.p., with 5085 and 6050 btu capacity; No. 75 and 75-Deluxe have $\frac{3}{4}$ h.p. with 8005 and 9010 btu capacity; No. 100, No. 100 Deluxe have 1-h.p. with 11,900 btu capacity. Console 100 has 1 h.p. with 11,900 btu capacity and Console 150 has 1 $\frac{1}{2}$ h.p., with 15,500 btu capacity.

Heat pump is optional on No. 50 Deluxe and No. 75 Deluxe, No. 100 Deluxe and both console models. Strip heating facilities on consoles. **Prices:** From \$279.50 for No. 50 to \$899.50 for console 150.



Bank **MORE DOLLARS** with **CHROMALOX Supreme UNITS**



*Satisfy all your
Customers!*



*Spend less time
on service calls!*



*Make more on
each Sale!*

Give your customers the units they want, the units that give them the fast cooking they always asked for! More women prefer Chromalox Units than any other . . . and for many good reasons: Chromalox Supreme Units cook faster, cook cooler, cook more evenly . . . and they're as easy to keep clean as a dish!

Time is money! With a small stock of Chromalox Units and Adaptor Rings in your truck, you can service any electric range. Chromalox Units come complete, ready to install; a screwdriver may be all you need. Units install easily and quickly, fit all openings perfectly.

Chromalox Supreme Units and Adaptor Rings give you a better than average mark-up. You get every sale too—because with Chromalox Units you can fit perfectly all range units in your community regardless of age, model or size of openings.

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Chromalox has
the super-fast
ROCKET!**

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Yes, I'm INTERESTED in more service profits. Send me details on:

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CHROMALOX
for *Electric Cooking at its Best!*

NEW PRODUCTS . . . Air Conditioners Refrigerators



CARRIER Weathermakers

Carrier Corp.,
Syracuse, N. Y.

Device: Carrier Year-Round home Weathermaker available in water-cooled or air-cooled models for any size or type home. Also an "Add-On Weathermaker" for converting forced warm air furnaces to complete year-round air conditioning.

Selling Features: Weathermakers provide cooling and dehumidifying, winter heating, and filter-cleaned air circulation throughout the year; water-cooled models provide 2, 3, 5 and 7½ tons cooling capacity; air-cooled models 1-7/10 and a full 2 and 3-tons. Compact units quiet; can be installed in closets or adjacent to living areas as well as basements.

Add-On-Weathermaker consists of a small, silent cooling and dehumidifying unit that slips on top of furnace; it is connected with 2 small copper lines to a compact refrigerating package which can be mounted in yard, garage etc. Add-On section also available in variations for use underneath a furnace employing down or reverse air flow. 2 or 3-ton capacities available.

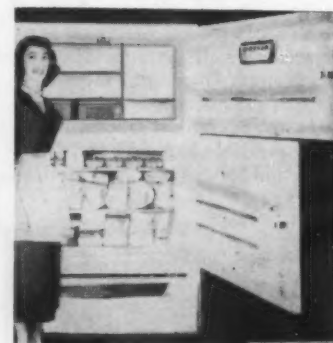
and Sherwood green exteriors available in Cyclamatic combinations to match ranges; matching interior colors also available; white cabinet models have food storage compartments finished in pastels; fold, plastic and chromium trim on interiors.

New storage facilities in 1954 line includes frozen juice can storage in food freezers; new "pantry" doors with flexible shelf arrangements for storing all kinds of foods including tall bottles, leftovers and smaller packages; new door storage shelves; roll-out type aluminum shelf.

2 types models in line including Cyclamatic food freezer-refrigerator combinations and Super refrigerators. Super models have new colored interiors and large full-width freezing compartments.

A choice of doors opening to left or right on all models.

Top-of-line 15-cu. ft. model has Cyclamatic refrigeration and automatic defrosting featuring a separate, sealed food freezer that holds over 90 lbs. frozen food; no divider between full-length vertical doors; extra-large food compartment is unobstructed, providing accessibility to freezer and to 4 full-width roll-out shelves and 2 large fruit and vegetable Hydrators.



JORDON Freezer Combination

Jordon Refrigerator Co.,
58th & Gray Ave.,
Philadelphia, 2, Pa.

Model: Jordon dual-temperature upright freezer-refrigerator.

Selling Features: Combines approximately 10 cu. ft. freezer space and 8 cu. ft. refrigerator space with the freezer section located at bottom and refrigerator on top. No-seam aluminum freezer interior has freeze-plate shelves, freezer coils in ceiling and floor and a special shelf for juice concentrates.

Normal temperature section has 2 crispers, a butter keeper and a special egg shelf in door; wire shelves; and decorative molding along front; automatic defrost with moist side walls which allow food to be stored without covering and an aluminum interior; dry storage bin at bottom; white baked enamel finish with microlite insulation; one unit provides power for both segments but there are 2 separate controls.

Refrigerators



FRIGIDAIRE Refrigerators

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: Frigidaire 1954 refrigerator line includes colored Cyclamatic food-freezer-refrigerator combinations 3 sizes—8.4, 10.3 and 13 cu. ft. to match colored ranges, and a 15 cu. ft. model with 2 full length vertical doors.

Selling Features: Stratford yellow

MURRAY *Presents*

Built-in Cooking Units in "SUNSET" Colors



**EXCLUSIVE Contour Styling
MATCHES MURRAY CABINET
AND SINK TOPS**

It's an entirely new way to bring dramatic
color and modern convenience
to your kitchen!

Years ahead of any range you've seen... wonderful development by the makers of MURRAY Homemaking Centers!

In a symphony of "Sunset" Colors

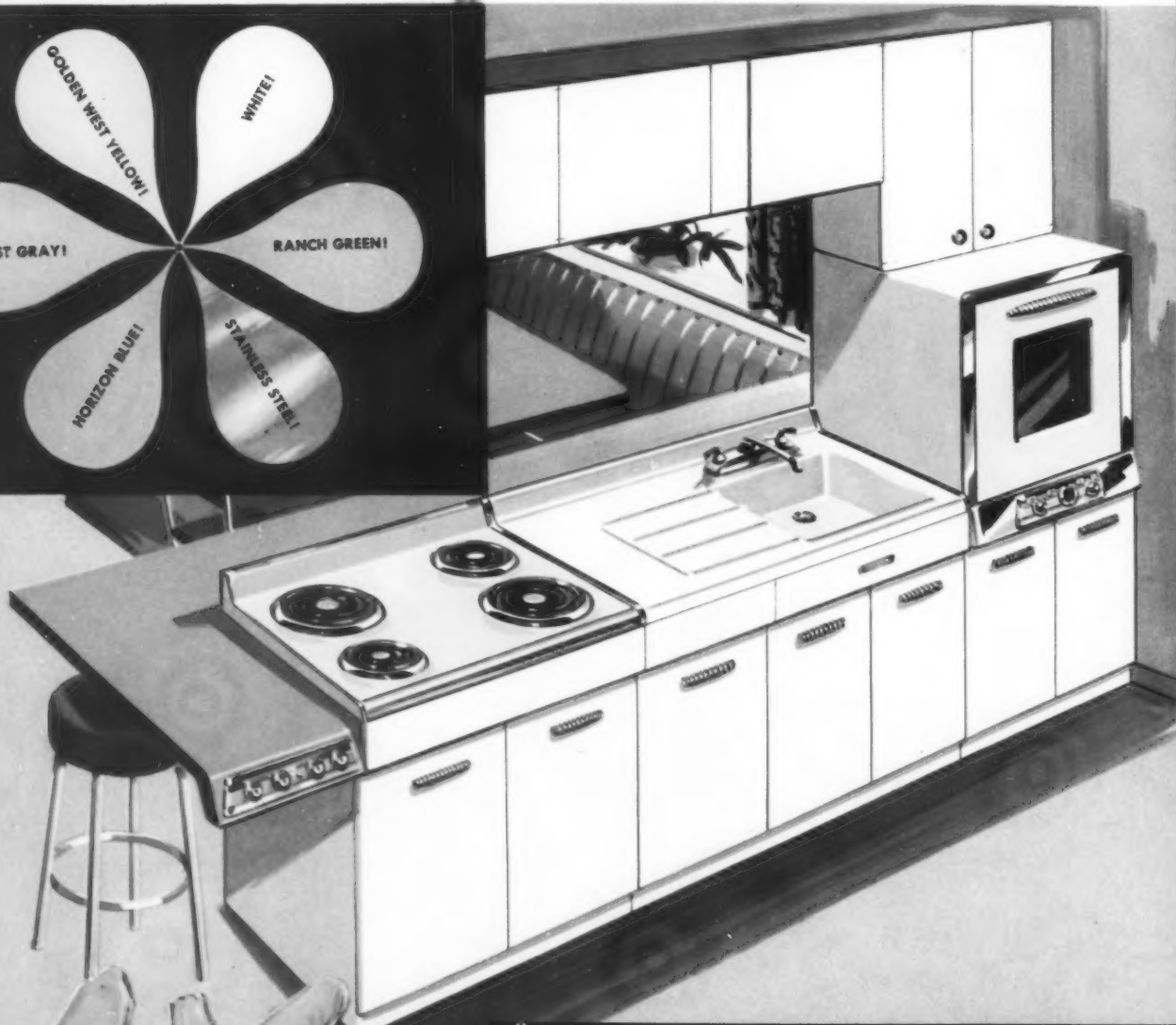
A wonderful chance to add beautiful color to your kitchen! Here's a truly wide selection of smart "SUNSET" colors—plus white, and stainless steel—to blend with every decorator scheme!

The new Murray built-in range counter tops and ovens are an entirely new idea in kitchen "built-ins"—match perfectly the graceful contours of Murray cabinets, cabinet sink tops, and cabinet tops! They are the only range units designed to become an integral part of the kitchen scheme—not just an afterthought!



Murray's "Great Western"

There's the smart, informal atmosphere of the fun-loving west in this all-new Murray Homemaking Center! Eight feet of factory-planned convenience... including the new built-in cooking units in Golden West Yellow... cabinet sink... storage galore!



MURRAY

THE MURRAY CORPORATION OF AMERICA

Home Appliance Division • Scranton, Pa.



Contour Styling . . . to match the contours of counter tops perfectly!

Four cooking elements . . . two big, two super big!

Stainless steel, white, or colored porcelain-enamel surface!

Individual drip pans for easiest removal and cleaning.

Stainless steel side trim to fit snugly against counter top or sink top!

Stainless steel trim on front edge and top of back-splash!

Simple control panel can be positioned in wall or adjoining counter top for convenience and safety.

New MURRAY Range Counter Top is a real convenience!

Here's cooking as you like it. See how smoothly the sides join with sink top, counters! It's the one counter-top range that looks a part of your kitchen scheme. Stainless steel or titanium porcelain-enamel surface is tough, easy to clean . . . bright, durable, acid resistant. You get full cabinet storage, including drawer. Position this range top *anywhere* . . . for convenience and smart color accent!

A perfect fit . . . replaces regular top on 24" or 30" Murray Base Cabinets! Leaves drawer and storage compartments usable!

Smart, colorful door in "SUNSET" colored or white porcelain enamel, or stainless steel!

Fully automatic controls, including clock and timer!

Gleaming white-enameled cabinet to match your modern steel kitchen!

Removable rack supports for easy oven cleaning; easy-to-clean broiler, optional view window!

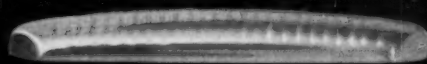


Easily installed at drawer-top level, leaving drawer usable . . . or at drawer-base level, for the petite homemaker!

New MURRAY Built-In Oven is completely automatic!

This big, colorful oven turns out golden meals *automatically*! There's a minute-minder, clock that times oven or convenience outlet . . . easy-to-clean broiler . . . large pan and removable rack for easy cleaning. Robertshaw thermostat with broil and bake indicators . . . and automatic, fast preheating! Heating element hinged and can be raised for easy cleaning. View window optional. It's fully insulated.

PLUS an extra decorator touch!



You won't find this "extra" anywhere else—handles for all Murray sinks and cabinets, available in "SUNSET" colors to match these units!



SPECIFICATIONS of Murray built-in cooking units



24" wide; 60" high installed at drawer-top level, 54" high installed at drawer-base level; 25" deep. Inside oven dimensions: 17" wide, 18" high, 20" deep. Front venting through top of door.

Sides and top: white baked enamel. Door: stainless steel or porcelain enamel in White, Golden West Yellow, Ranch Green, Horizon Blue, Mist Gray. Trimmed in gleaming chrome.

Heating elements: 3000 W for broil—1800 W oven—extra 400 W top-heat for baking. Manual and automatic control of oven light. Uniflow racks with removable supports for easy oven cleaning. Fully automatic. View window optional.

24" or 30" wide; 25" wall to front; 3" back-splash, to match standard base cabinet and sink-top contours. (Also available "drop-in" flat-rim style with stainless seal-rim: 32" x 21" and 24" x 21".)

Porcelain-enamel finish in White, Golden West Yellow, Ranch Green, Horizon Blue, Mist Gray, or stainless steel. Stainless steel trim on front and side edges and top of back-splash.

Cooking elements: (1) 1250 W—(1) 1600 W Rocket element: (2) 2100 W. Individual, removable drip pan for each element. Control panel (with red, jewelled signal-light indicator) can be positioned anywhere.

THE MURRAY CORPORATION OF AMERICA • HOME APPLIANCE DIVISION • SCRANTON, PENNSYLVANIA



Point out this label on the product. It identifies genuine Porcelain Enamel, made in accordance with P.E.I. standards.

DEMONSTRATIONS

that prove the high quality of Porcelain Enamel

Make Selling Easier!



Write for

our new free booklet "Selling Facts About Porcelain Enamel." It gives suggestions for conducting demonstrations, and ideas you can use in describing the specific advantages Porcelain Enamel provides for various appliances.

People believe what they see. Show customers that Porcelain Enamel is not burned by the searing hot flame from a blazing book of matches, that it isn't scratched by the sharp milled edge of a coin, that household acids don't harm it. Then they know that you are justified in calling Porcelain Enamel "the Lifetime Finish." They know that no other finish can withstand these tests.

Porcelain Enamel provides unequalled resistance to service hazards because it is made of rock-like materials melted and fused to steel at white heat—

about 1500° F. It doesn't rust, fade or discolor. A bread knife won't scratch it, fruit acids or juices won't harm it, a forgotten cigarette or a hot skillet won't burn it. It's as easy to keep clean and as sanitary as a china dish.

Your demonstrations prove the high quality of the finish, and open the way to a convincing explanation of other high quality features of the washer, dryer, range, refrigerator or other appliance you are selling. Use the porcelain enamel finish as an *extra value feature* to clinch the sale!

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Please send a free copy of your new booklet "Selling Facts About Porcelain Enamel" to—

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INTERNATIONAL HARVESTER Refrigerators

International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.

Models: I-H 1954 line includes 7 refrigerators.

Selling Features: Three 10 cu. ft., three 8-cu. ft. models and a 7.5 cu. ft. model. "Bulgeless" box girder doors are featured; redesigned interiors include food storage compartments in doors; defrost water receptacle recessed into walls of cabinet to obtain additional storage space; 4 leading models have left-hand doors, M-105-DX a 10.2 cu. ft. unit with push button automatic defrost; automatic all-weather temperature control; freezer compartment with 50 lbs. capacity; 2 large crisper trays hold 23 qts.; an 11 lb. meat drawer; a glideout shelf; an adjustable shelf; thermostatically controlled "bacon-cheese-butter keeper" in the 7-shelf Pantry-Dor.

M-104 has a 17-lb. meat drawer and a 35 lb. U-type freezer compartment, 5 chromeplated shelves; 6 door shelves and a heated butter-keeper; 4 ice cube trays and a built-in bottle opener.

M-75 contains a 35 lb. freezer compartment and 13 sq. ft. shelf area; available with left or right hand door.

Features in other models include "Pantry-Dor" shelves, push-button automatic defrost, magnetic bottle openers, large crisper trays, adjustable shelves and bacon-cheese-butter compartments.

Doors can be decorated with fabric to match kitchen or left white.



JORDON Freezer

Jordon Refrigerator Co.,
58th & Gray Ave.,
Philadelphia, 2, Pa.

Model: Small-sized upright food freezer, "Little Lady" No. J-12.

Selling Features: Holds over 400 lbs. frozen foods; lined with

NEW PRODUCTS . . . Refrigerators, Freezers, Ranges

smudge resistant aluminum liner; 3 freezer plate shelves with coils in ceiling and walls; high density insulation all around including full length door; rubber gasket around door; 60 in. high, 28 in. wide; 28½ in. deep.
Price: \$499.50



MAYTAG Freezers

The Maytag Co.,
Newton, Iowa

Models: New line of Maytag upright food freezers in 12, 15 and 19 cu. ft. capacities to complement existing 2 chest models and a larger upright now in line.

Selling Features: Stor-Well food trays on inside of door holds up to 96 standard-sized 10-oz. packages of frozen foods; frozen juice bar holds up to 20 cans; shielded interior freezer light in center of juice bar; tight seal latch; backs, sides and top are made into a solid piece; each shelf is a sharp freezing plate with refrigerant tubing brazed directly to bottom; 19-cu. ft. model holds up to 665 lbs. food and takes up no more floor space than a 12-ft. refrigerator.



HOWARD Freezer

Howard Refrigerator Co., Inc.,
4745 Worth St.,
Philadelphia, 24, Pa.

Model: Howard F-14 "Glacier" freezer.

Selling Features: Upright freezer is slimlined; each shelf is a fast directional freezing plate; ceiling and floor are also plates; gold edging on shelves; outside door is also trimmed in gold; door is equipped with locking facilities; self adjusting auto seal door; equipped with a ½ h.p. sealed Tecumseh unit; 14 cu. ft. capacity; holds 490 lbs. food.



INTERNATIONAL HARVESTER Freezers

International Harvester Co.,
180 N. Michigan Ave.,
Chicago, 1, Ill.

Models: I-H 1954 line includes 7 food freezers, 3 new uprights.

Selling Features: I-H space-saver freezers have more storage space without an increase in floor space requirements; width of larger chest-type freezers has been decreased to facilitate installation in confined spaces; largest chest-type model M-20 has 700 lb. food capacity; contains 4 removable wire baskets; 2 frozen juice can dispensers; 3 wire dividers.

MV-19, largest upright freezer shelf and storage arrangements provide for 665 lbs. frozen food interior color scheme is a light Sunshine yellow; trim is golden bronze.

Door exteriors can be decorated with fabric to match kitchen or they can be left white.



BEN HUR Freezers

Ben Hur Mfg. Co.,
Milwaukee, Wis.

Models: Ben Hur 1954 freezer line includes 2 new uprights "Handy 4" and a 20 cu. ft. upright; and 4 chest models with 9, 13.2, 16.8 and 20-cu. ft. capacities.

Selling Features: "Handy 4" upright designed to fit into kitchen or pantry space 24-in. wide, 28½ in. deep, 38½ in. high can be integrated into a built-in or remodeled kitchen cabinet; its flat top can serve as additional counter or work surface; holds up to 150 lbs. frozen food; suitable for apartment, summer homes, hunting lodges etc., with 110-volt 60 cycle a.c. current.

Chest models feature new styling



with moulded plastic gold, silver, and blue Medallion; new push or lift safety latch; chrome and plastic matched twin panels housing safety control and temperature indicator dial and a restyled crown top Flex-Flo cover; Desert-Dri construction prevents condensation on outside on all models; a 2.2 cu. ft. sharp freeze compartment built into all chest models.



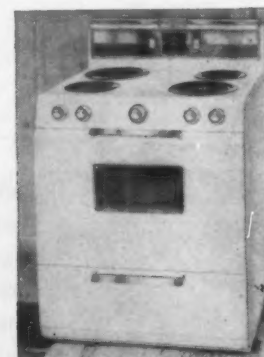
PREWAY Range

Preway, Inc.,
Wisconsin Rapids, Wis.

Device: Preway 30-in. range.

Selling Features: Fully automatic; has a 25-in. wide oven; with glass oven door as standard features.

Price: \$229.95.



WELBILT Range

Welbilt Stove Co.,
Maspeth, L. I., N. Y.

Device: Welbilt electric range No. 54160 with electric rotisserie-broiler unit.

Selling Features: Kleer-View glass windows on rotisseries broiler and oven; motorized revolving skewer can be removed from rotisserie pit to make room for additional broiling space; top-of-stove control center with a 4-hr. timer, clock and lamp outlet.

Price: \$249.95 with broiler.

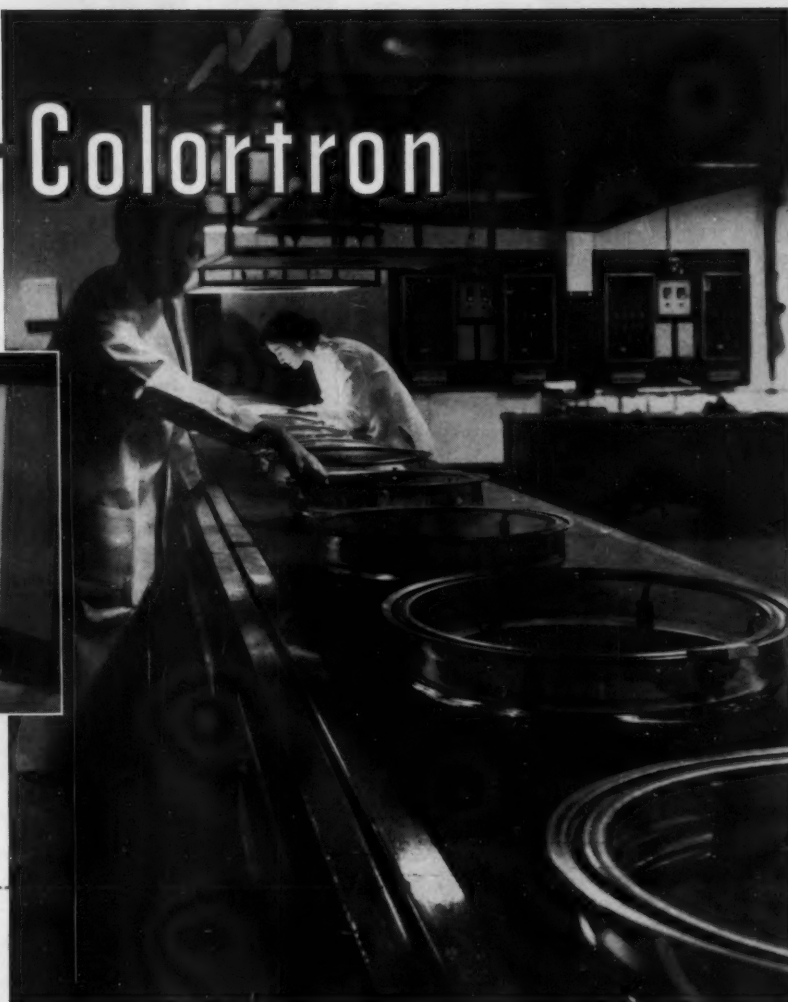
New CBS-Colortron

NOW IN MASS PRODUCTION



Unique photographic process, like photoengraving, uses aperture masks as negatives to print consecutively the red, green, and blue phosphor dots (250,000 of each) on CBS-Colortron screens.

After tri-color screens are printed, aperture masks are temporarily removed and face plates move on to critical inspection for screen imperfections.



COLOR TV IS COMING . . . faster than you think. The revolutionary new CBS-Colortron . . . a practical color picture tube . . . hastens the day. Already it is in lower-cost, mass production . . . made possible by its simplified, advanced design.

As in black-and-white tubes, the CBS-Colortron's screen is deposited directly onto the inside of its face plate. A unique photographic technique makes this possible. Because each aperture mask serves as a negative to print its tri-color screen, perfect register of mask and screen is automatically achieved

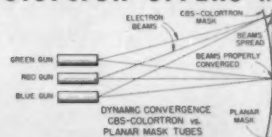
and maintained. The rugged, simple, light-weight mask sharply reduces assembly and exhaust problems. And the spherical design of mask and screen simplifies convergence circuitry and adjustment.

The CBS-Colortron is now a 15-inch, round tube. But, as soon as tooling is completed, it will be made in larger sizes. Watch for the new CBS-Colortrons. You'll see plenty of them soon. And you'll be sold on sight by their logical simplicity . . . their superior performance . . . their many advantages.

CBS-Colortron OFFERS MANY ADVANTAGES



Cross-section (face plate, aperture mask, funnel, tri-color electron gun) shows simplicity of CBS-Colortron and its adaptability to low-cost, mass production.



Spherical screen and aperture mask of CBS-Colortron simplify convergence and focus. Electron beams remain in focus over entire surface of screen.



Light-weight (6 oz.), rugged, simple aperture mask of CBS-Colortron minimizes problems of exhaust, handling, and assembly.

COMPLETE CBS-Colortron DATA FREE!

Take a look into the future. Write today for complete information on CBS-Colortron 15HP22: Construction . . . operation . . . application . . . installation and adjustment . . . electrical and mechanical data. Four packed pages . . . free!



CBS-HYTRON, Main Office: Danvers, Massachusetts

Manufacturers of Receiving Tubes Since 1921

A Division of Columbia Broadcasting System, Inc.

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TV ANTENNAS

Best designed, best constructed and best selling—the complete line of AMPHENOL UHF and VHF antennas are best in every way. Distributors have found that highest quality can be always counted on in every AMPHENOL antenna.

Send for your free copy of Amphenol's TV Antenna Folio—complete information on UHF/VHF television plus catalog sheets on AMPHENOL antennas.

--- and accessories



ISONET New AMPHENOL Isonet provides highly efficient coupling of UHF and VHF antennas to a single lead-in.



LIGHTNING ARRESTOR Lowest measurable loss of any lightning arrester! New UL approved Lightning Arrester accommodates flat, open or tubular type lead-ins.

TWIN-LEAD



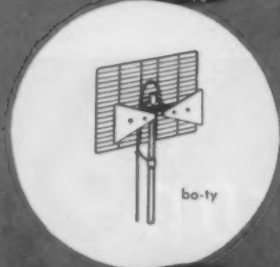
Proved by time and every test, AMPHENOL Flat Twin-Lead and AIR-CORE Tubular Twin-Lead (U.S. Pat. No. 2,543,696) assure low-loss transmission of the signal. Flat Twin-Lead is designed for VHF while unique AIR-CORE Tubular is best for UHF.

AMPHENOL

AMERICAN PHENOLIC CORPORATION
chicago 50, illinois



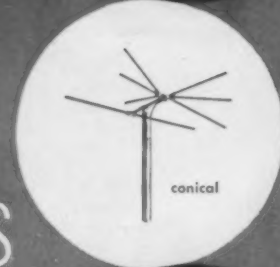
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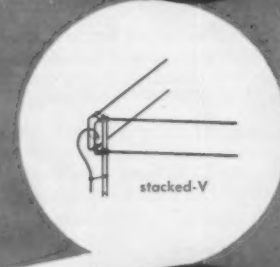
corner reflector



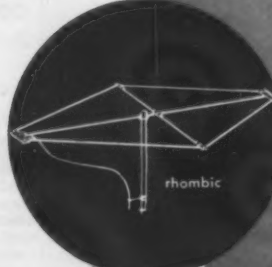
conical



yagi



stacked-V



rhombic

NEW PRODUCTS ... Ranges



MURRAY Built-In Ranges

Home Appliance Div.,
The Murray Corp. of America,
Scranton, Penna.

Device: Murray built-in cooking units in a variety of colors to match Murray steel kitchens includes a 4-element surface unit that replaces regular counter tops on Murray 24- and 30-in. base cabinets plus a cabinet type oven that fits the 24-in. Murray base cabinet.

Selling Features: 4-element surface units designed to match actual contours of cabinet tops including backsplash to be placed on top of base cabinet, or in a flat-rim



"drop-in" unit with stainless steel sealer rim. Both types available in stainless steel or colored porcelain enamel in choice of white, yellow, green, blue or gray. Each of 4 elements has individual removable porcelain enamel drip pan. 2 elements are 1250-watts; one is a 1600-watt fast heating "Rocket" and the fourth is 2100-watts. Both models feature control panel with red indicator light which can be positioned wherever desired.



Oven features a stainless steel or porcelain enamel door in color to match surface unit (view window optional); concealed heating elements include a 3000 watt broiling unit and 2200-watt for baking; automatic operation; controls in-

clude a "minute-minder" and clock that times oven or convenience out and manual or automatic control of oven light; other features include a 17x18x20 in. oven; easy-to-clean broiler; "Uniflow" oven racks with removable supports; oven stands 60 in. high when installed at drawer-top level, 54 in. high when installed at drawer-base level.

Prices: Surface units range from \$149.95 in color to \$164.95 in stainless steel for 24-in. counter-top and from \$155.95 to \$169.95 for 30-in. tops. From \$139.95 to \$153.95 for 24-in. drop-in tops and from \$145.95 to \$159.95 in 32-in. drop-ins. Ovens, \$189.95 in color; \$199.95 in stainless steel.



HOTPOINT Built-In Ranges

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

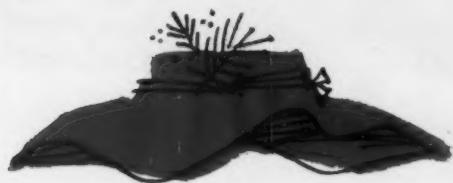
Device: Hotpoint "Customline" series of built-in ovens and surface units.

Selling Features: Ovens have over 4900 cu. in. capacity; complete oven front, including a 2-position oven door satin polished stainless steel; control panel below oven door holds horizontal grouping of time and heat switches; lighted pushbuttons indicate oven heat settings for broil, bake, timed bake and off; rotary switch controls oven temperatures from off to 550-degs. F.; timer control, integrated with built-in clock lets the user cook complete oven meals by remote control.



Surface section contains 4 units and control switches; available separately or as companion piece to built-in oven; 34 in. long 20-in. wide; contains 2 1250-watts units 2 2050-watts; stainless steel finish matches oven front. Units in semi-circle: 2 smaller units at rear, 2 utility units in front. Control switches are grouped in center of section; all units use small-diameter enclosed elements; separate indicator light below each unit tell when on.

IF JOURNAL
readers wore
red hats...



You'd see —
they're almost
half the women
in your store



How many women enter your store every day... 25, 50, 100? You can count on almost half that number as Journal readers!† This group of women are special customers, for they are already sold on a great number of your products. Which products are they sold on? Those advertised in the Journal—those listed here. Feature as many as you can prominently. You'll find you get the greatest sales boost for the least selling effort.

†A recent survey among women shoppers in electrical appliance stores throughout the country showed that 47% of them read the Journal.

These products, advertised regularly
in the JOURNAL, are household names to over
5,000,000 women and their families:

AMERICAN BEAUTY Electric Iron
ARVIN Electric Cook
ARVIN Electric Cook & Arvin Automatic
Electric Perk
BENDIX Duomatic Washer-Dryer
BERNINA Sewing Machine
BROIL-QUIK Fryer-Cooker
CALORIC Gas Ranges
DISHMASTER Dishwasher
DOMINION Deep Fryer and Cooker
ELECTROLUX Cleaner
ELNA Portable Sewing Machine
EUREKA Roto-Matic Swivel-Top Cleaner
EVENFLO Nursery Travel Bag and Auto
Bottle Warmer
FARBERWARE Stainless Steel Cooking
Ware
FEDERAL Vogue Enameled Ware
FILTER QUEEN Cleaner
FLORENCE Gas Ranges
WESTINGHOUSE Sewing Machine
FRIGIDAIRE Automatic Dryers
FRIGIDAIRE Automatic Washers
FRIGIDAIRE Electric Ranges
FRIGIDAIRE Refrigerators
G-E Freezers
G-E Irons
G-E Light Bulbs
HALLITE Cooking Utensils
HAMILTON Washers and Dryers
HANKSCRAFT Bottle Sterilizer, Bottle
Warmer and Vaporizer
HANKSCRAFT Bottle Warmer and
Vaporizer, Baby Bottle Sterilizer and
Plastic Food Warmer
HARDWICK Gas Ranges
HECO Clocks
HOOVER Cleaners
HOOVER Tank Cleaners
HOTPOINT Electric Ranges
HOTPOINT Refrigerators
HOTPOINT Automatic Washer and Dryer
INTERNATIONAL HARVESTER
Refrigerators
KELVINATOR Automatic Washer
KELVINATOR Clothes Dryer
KELVINATOR Washer & Dryer
KITCHENAID Dishwashers
LUX Electrical Calendar Clock
LUXETTE Miniature Alarm Timer
LUX Minute Minder Clock
MAYTAG Washers
MAYTAG Washers and Gas Range
MET-L-TOP Ironing Table
MIRRO Aluminum Baking Pans
MIRRO Aluminum Utensils

MIRRO Fry Pans
MIRRO-MATIC Electric Percolator
MOTOROLA Television
NECCHI Sewing Machines
NIAGARA Home Massage Chair
NORGE Automatic Washer and Dryer
NORGE Freezers
NORGE Freezers and Refrigerators
NORGE Refrigerators
NORGE Washer
OSTER Portable Electric Food Mixer
PFAFF Sewing Machine
PHILCO Television
RCA Estate Range
REGINA Twin-Brush Electric Polisher
and Scrubber
REPUBLIC Steel Kitchens
REVERE Ware
RID-JID Ironing Tables
RIVAL Products
ROYAL Vacuum Cleaners
SETH THOMAS Clocks
SPEED QUEEN Automatic Washer
TAPPAN Gas Ranges
TEMCO Automatic Gas Clothes Dryer
UNIVERSAL Coffeemate
UNIVERSAL Steam'n Dry Iron
VERPLEX Lamps and Shades
VICTOR Freezers, Dehumidifiers, and
Air Conditioners
VORNADO Air Circulators
VORNADO Air Conditioners
WAGNER Cast Iron Skillets
WARING Blendor
WARING Mixer
WEAR-EVER Aluminum Coffee Makers
WEAR-EVER Cooking Utensils,
Cleanser Pads and Foil
WELBILT Gas Range
WEST BEND Coffee Maker
WEST BEND Electric Ovenette
WEST BEND Trig Singing Tea Kettle
WESTCLOX Alarm Clocks
WESTCLOX Electric Alarm Clocks
WESTINGHOUSE Electric Blankets
and Sheets
WESTINGHOUSE Electric Clothes Dryer
WESTINGHOUSE Freezer
WESTINGHOUSE Frost-Free Refrigerators
WESTINGHOUSE Laundromat and
Westinghouse Electric Clothes Dryer
WHIRLPOOL Automatic Dryer
WHIRLPOOL Automatic Washer
WHIRLPOOL Automatic Washer
& Dryer
WHITE Sewing Machine
YOUNGSTOWN Kitchens



LADIES'
HOME

Journal

THE MAGAZINE YOUR CUSTOMERS BELIEVE IN

Custom for Vornado®



TRAFFIC STOPPING DISPLAYS: All models can be arranged in a mass display or one model can be displayed alone with these versatile combination display pieces. **JIFFY DISPLAY BASE** will support any model Vornado. It's made of modern black wrought iron and assembles with two bolts. Requires little space and is easy to move. **THE DELUXE DISPLAY TOP** sits on top of the air conditioner unit and incorporates

brilliant full colors with flasher lights, heat motor, and plastic front. **THE STANDARD DISPLAY TOP** is an attractive, full-color, tent-type display that also sits on the air conditioning unit. Printed on two sides with different sales messages on each side. Can be used individually or with the deluxe top for a mass display. Shown above is a mass display with one deluxe top and four standard tops.



*Your local distributor has
a merchandising package
for you...order yours now!*

OUTSIDE AND INSIDE BANNERS
TELEVISION FILMS
MUSICAL RADIO COMMERCIALS
NEWSPAPER AD MATS

DIRECT-MAIL PIECES
FULL-COLOR CATALOG PAGES
BILLBOARDS
WINDOW STREAMERS

Now's the time to see your

THE O. A. SUTTON COR

An Independent Manufacturer

Tailored *dealers only*



FULL LINE DEMONSTRATION CENTER: Termed "the most sensational and practical fan display in the industry," by dealers who know, this versatile, three-dimensional mass display can be set up in a triangle shape, in a U shape or in an L shape. Multi-colored, it is attractive and pleasing to the eye and enhances the beauty of the line. In actual tests last year in high-traffic locations it increased fan sales as much as 50 per cent.

FULL-COLOR HANDOUT FOLDERS
WINDOW FAN DISPLAYS
DECALS
PLASTIC BALLOONS

HUNTING GIRL DISPLAYS
DIRECT MAIL
COMFORT CALCULATORS
FASHION ACADEMY DISPLAYS

Vornado has a special custom tailored sales program designed especially for your area. This is not a factory planned "national" program but a specific program for you.

This localized program is the result of days and days of careful study and programming in your city by factory sales people in conjunction with your own Vornado distributor and local dealers. These programs are designed to out sell competitive programs in your market and are created for you specifically.

Why not contact your Vornado distributor today for the complete sales plan, including promotion materials, that you will need to get your program started.

Distributor and get started

P O R A T I O N • Wichita, Kansas
Specializing in Cooling Appliances

NOW! the Radio-TV Dealer's Own True High Fidelity Package!

the
revolutionary new
**MITCHELL
3-D**
HIGH FIDELITY
record reproducer

the ONLY
TRUE HI-FI
retailing
for less
than \$200

**Exclusive
FOR THE
RADIO-TV
DEALER!**

the MITCHELL HI-FI Demonstration Center

IT PUTS YOU IN THE HI-FI BUSINESS

Here's the ingenious Mitchell Comparator Display that does your selling for you in just minutes of listening. You're in the profitable Hi-Fi business when you put the Mitchell Hi-Fi Demonstration Center on your sales floor.

PLUS every selling aid you could ask for: Flip Chart—explains Hi-Fi and 3-D superiority at a glance. 4-Color Brochure—a beautiful 3-D presentation. Sales Manual—makes Hi-Fi selling experts of your staff. Comparison Chart—the comparative facts in a nutshell. Window Streamer—a Hi-Fi traffic builder.

**ONLY MITCHELL gives you
ALL THIS SELLING HELP**

**GET THE
3-D
PROFIT FACTS**

MITCHELL MANUFACTURING CO., High Fidelity Division
2527 N. Clybourn Ave., Chicago 14, Illinois

Send full details on your Radio-TV Dealer's Hi-Fi Selling Plan—everything we need to build a profitable business around the MITCHELL 3-D Record Reproducer.

Name.....
Address.....
City.....Zone.....State.....



IN LIMED OAK OR
MAHOGANY—
custom cabinetry...
3/4" wood construction

**HIGH FIDELITY
ALL THE WAY**

30-15,000 CPS

Professional Variable
Reluctance Cartridge
High Fidelity range from 30-
15,000 cycles. Virtually elimi-
nates surface and needle noise.

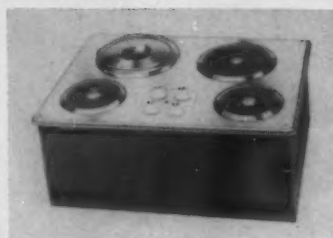
Mitchell Custom-Built
TRUE HI-FI Amplifier
Full 20-20,000 cps range,
custom-built for full fidelity,
with preamplifier, separate
bass and treble controls.

Extended Range Speaker
Specially matched—with
unusually faithful bass re-
sponse, and crisp, clear highs.
Housed in exclusive acousti-
cally-tuned baffle chamber.

5-Position Compensator
Found only in costliest custom
equipment; has 5 positions to
provide best possible play-
back of all record makes.



NEW PRODUCTS... Ranges

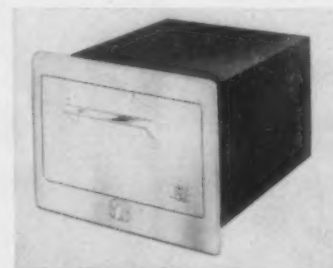


**LECTRO-HOST Custom-Built
Units**

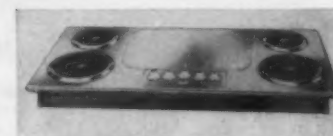
A. J. Lindemann & Hooverson Co.,
Milwaukee, 15, Wis.

Models: LECTRO-HOST Custom-Built range line has new surface unit assemblies and a warming oven.

Selling Features: In addition to the built-in oven and surface unit plates there are now available a warming drawer, separate griddle, a 4-unit ensemble with cast aluminum griddle and spatter shield and a 3-unit and Duo-Cook combination in which cooker can be converted to a 4th surface unit at any time.



Warming drawer LWD1, for heating rolls, pastries, warming plates and holding hot foods; also suitable for thawing frozen foods; thermostatic control; Neon pilot glows when warmer is in use; stainless steel front frame and drawer front; interior of bronze baked enamel; drawer on nylon rollers; safety stop; 275 watts.



Griddle LG22, can be installed in kitchen, recreation room, porch etc.; stainless steel, easy to clean top; edges cushioned in neoprene rubber seal resting on counter; buffed aluminum grill removable for cleaning; 5-heat switch; red signal light; 2000 watt unit, 120/240 3-wire service; total of 8700 watts.

4-unit service assemble with cast griddle No. L4G features 2 giant and 2 regular size Monotube units; large griddle area; stainless steel cover over griddle lifts up and doubles as spatter shield; stainless steep top; 7-heat switches; red signal light.

3-unit with Duo-Cook No. L4C includes one giant Monotube unit and 2 regular size units plus a Duo-Cook deep well cooker which can be converted to an extra surface

unit. 7-heats; control panel located near front; cooker has inset pan, trivet and French fry basket; total 5700 watts.



PERFECTION Range

Perfection Stove Co.,
7609 Platt Ave.,
Cleveland, 4, Ohio

Model: Perfection No. L-309-A.

Selling Features: 36-in. range has jet-black "Tuxedo Top" with handy griddle built-in between 2 pair of surface units; griddle has a cast-in 1550 watt element with variable control located on front panel; 6-qt. multi-use deepwell cooker automatically lifts its own element out of well and converts it to 4th surface units; 7-heat speeds on all surface units with capacities from 1250 to 2100-watts. Banquet-size oven has window in oven door, a light inside; non-tilt racks; lamp is built into streamlined control panel; glare-free foto lite glass; storage compartments plus storage drawers below oven; acid-resistant titanium porcelain enamel.



RCA ESTATE Ranges

RCA Estate Appliance Corp.,
Hamilton, Ohio

Models: 30-in. "Space King" ranges.

Selling Features: Features include a large 24-in. oven; Insulizer; double-thick Fiberglas wall insulation plus Fiberglas heat-seal between oven door and front frame combine; Dispos-a-bowl aluminum burner bowl inserts. Deluxe 30-in. ranges available with oven window, 2-tone chrome metal back with fluorescent top lamp, clock control and appliance outlet; super-deluxe models feature a control panel on high mantel back.

Prices: No. 5504 \$179.95; No. 5506 Deluxe, \$229.95.



Sell 2 great names when you sell a Clock-Radio!

"Clock Timer by Sessions"
is one of the best sales points you can make.

Brand names are the golden words of selling. The big names in radio carry a lot of weight with your customers. Those names gain more power when teamed with the name Sessions.

Sessions is in the clock business and only the clock business. And nobody makes a better electric clock or Clock Timer than Sessions.

A Sessions-equipped Clock-Radio is superior for these 8 good reasons:

1. Sessions low-speed motor has fewer, finer frictionless parts.
2. Fewer parts and lower speed mean a far longer, quieter life.
3. Sessions new, exclusive Lubricone lubrication lasts for life.
4. Greater flexibility of design for improved appearance.

5. No exposed switch contacts—fully approved by Underwriters' Laboratory and Canadian Standards Association.

6. 10-minute delay buzzer boasts a smoother, pleasanter tone.

7. MEMORY SWITCH automatically turns off radio after hour and a half.

8. Simplicity of operation.

This year, national advertising in magazines and on television will tell the Sessions story to your customers, underlining the name Sessions as the first name in modern electric clocks and in clock-timed appliances. For an easier sale, for satisfied customers who stay sold, point to the finer, longer-lived Sessions clock in better Clock-Radios such as the ones listed in the panel above. The Sessions Clock Company, Timer Division, Forestville, Conn.

These famous clock-radio manufacturers—and twenty four others—use Sessions clocks in their fine products:

PHILCO
ADMIRAL
ARVIN

CROSLEY
SYLVANIA
MOTOROLA

Sessions

ELECTRIC CLOCKS • CLOCK TIMERS
CLOCK MOVEMENTS

TIMING MOTORS • SWITCHES

YEARS AHEAD IN ELECTRIC TIME

A Pittsburgh Open-Vision Store Front

opens shoppers' eyes



... and their
pocketbooks!



Push back the walls ...
pull in the customers

with an open-vision front like this one in El Paso, Texas. The all-glass front of Pittsburgh Polished Plate Glass, set in Pittco DeLuxe Store Front Metal, turns the whole store into one giant display window. Inviting Herculite Doors complete the open-vision design. Architects: Davis & Foster, El Paso.

THE store that puts up a good front makes a good sales showing, especially if it's a Pittsburgh open-vision front. Your entire store interior—front to back—is on display through an unobstructed, open-vision front. Your merchandise is exhibited attractively, persuasively, night and day ... even after hours, your store goes right on selling! An open-vision front banishes shadows and dark corners,

gives your store an inviting look that shoppers find hard to resist.

Make *your* bid for increased business *now* by modernizing with sales-winning Pittsburgh Products. Remember: modernization is a custom that means more customers. And it adds to the real estate value of your property, too. For examples of other Pittsburgh modernization jobs, fill in and return the coupon below. No obligation, of course.

Store Fronts
and Interiors
by Pittsburgh



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



Pittsburgh Plate Glass Company
Room 4143, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

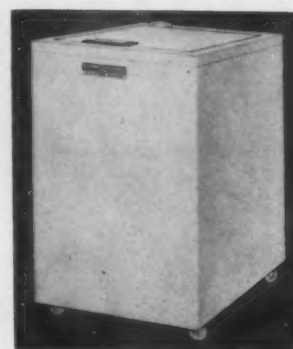
Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name

Address

City State

NEW PRODUCTS



JEWEL QUEEN Dishwasher

United States Appliance Corp.,
Menominee, Wis.

Device: Jewel Queen "Surg-O-Matic" portable dishwasher, No. 2000.

Selling Features: Washes a complete service for 8 with new Surgitator principle washes with waves of sudsy water instead of high velocity streams, permitting use of any favorite soap; no pre-rinse or special preparation necessary, the manufacturer says; white baked enamel cabinet, specially treated Fiberglas tub to hold in heat 21x24x34½ in.; 10-gal. water is required for a 5-min. wash, two 3-min. rinses; table height, 110-volt, 60 cycles.

Price: \$199.95.



GIZ-MOW Tow

Giz-Mow, Inc.,
Box 10117,
1202 N. Dale Mabry,
Tampa, 9, Florida

Device: Lawn mower attachment. **Selling Features:** Powered by the Giz-Mow lawn mower engine, it tows mower—king size or standard; traction is applied to front wheel, eliminating pushing, tows mower up hills without effort yet retains free-wheeling action; no levers to operate; downward pressure on mower handle releases traction and forward tow, allowing free backward movement of mower; normal mowing action provides automatic control; foot pedal unlocks traction; entire assembly is mounted on top of mower base; does not interfere with standard adjustments for height of handle, grass cutting.

A complete towing assembly it is available as a packaged unit for Giz-Mow king-size or standard mowers now in use.



Go ahead! What's holding you back?

The picture above reminds us of the average appliance dealer's feeling toward the vacuum cleaner business.

He's a little shy about taking it on because he doesn't know for sure if the opportunity is as good as it looks. Well, sir, it is! Gross profits last year were \$106 million on sales of \$266 million.

Cleaners are your business, just as much as any other appliance. And there's an easy way for you to really get going in the cleaner business and get your share of the profits. It's the G-E way—and successful dealers from coast to coast and back again have found that it's the most sensible plan in the industry.

... G.E. has the fastest-selling cleaner on the market—the 1954 model of the famous G-E "Swivel-top"!

... G.E.—and only G.E.—has the hottest attachment to hit the business in years—a 2-in-1 floor-and-rug tool!

... G.E. has the best selling theme of any cleaner—"Reach-easy" cleaning—and women know and want it!

... G.E. has the biggest backlog of customers in the business thanks to the biggest television and magazine advertising campaign in cleaner history!

... G.E. has the easiest-to-use promotion going to make these pre-sold customers your customers! Just look ...

The easiest cleaner sale in the cleaner business!

GENERAL  ELECTRIC

ELECTRICAL MERCHANDISING—MARCH, 1954



Sell "Throw-Away" Bags with this attractive, self-service "Throw-Away" Bag display. Keeps your cleaner customers coming back to buy new "Throw-Away" Bags. They'll buy bags—they'll buy other appliances! So your door's open after the sale!



Get into the
Summer Comfort
business with

Reed PACKAGED ATTIC FANS the Central Cooling System



Here's packaged comfort-cooling that is equally at home in new construction or remodeling. Completely simple and easy to install, takes little room, fits right over rafters.

Completely automatic shutters add to operating qualities and good looks.

Stock size range for every comfort-cooling requirement, lifetime lubricated main shaft and motor bearings on all models. Counter-balanced, noiseless.



Cut well opening, lay Reed on four hanging hooks on rafters, push automatic shutter in opening from underneath, connect to wiring. Engineered for ease of installation.



Write today
for catalog

Reed Unit-Fans, Inc.,
1001 Saint Charles Ave.,
New Orleans 8, La.

Send me full information
about Reed Attic Fans and
Promotion Plan.

Name

Address

City State

M-3



Ask about the Reed
Promotion Plan.

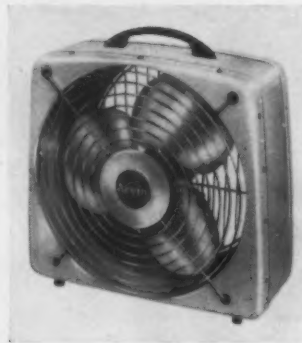
Really gives you an
opportunity to pro-
mote and sell
Attic Fans.

Don't miss it!

REED UNIT-FANS, INC.

1001 SAINT CHARLES AVE.
NEW ORLEANS 8, LA

NEW PRODUCTS Fans

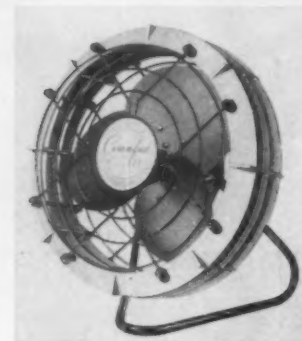


ARVIN Fan

Arvin Industries, Inc.,
Columbus, Ind.

Model: Arvin 2-speed, portable
window fan No. 7414.

Selling Features: 2-purpose air-
mover; suitable as a window ex-
haust fan, as an air circulator for
use on floor, table or other location;
three 14-in. aluminum air-scoop
blades housed in scratch-resistant
steel shell; silver grey baked-on
enamel; 4-pole induction motor; 2-
speed operation on-off switch; nick-
el-chromewire grille front and back;
weighs under 12 lbs.; 15½ in. high;
17 in. wide, 6¾ in. deep; carrying
handle. Price: \$29.95.



COMMAND AIR Fans

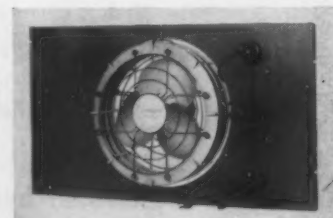
Commander Mfg. Co.,
4225 W. Kinzie St.,
Chicago, 24, Ill.

Models: 5 models comprise the
1954 Commander Air fan line.

Selling Features: Line includes a
desk fan DF (illustrated); pedestal,
hassock, 2 all-purpose and a reversi-
ble window fan WV (illustrated).

All models except the all-purpose
model 12, have 3-speed motors.

DF desk fan is 3-speed, 12-in.
unit; louvered design provides maxi-



mum air flow; tilts and locks at any
angle.

WV reversible window ventila-
ting fan fits practically all windows;

adjustable in width from 26- to
36-in.; 19-in. high; easily reversible
for intake or exhaust; aluminum
blades pitched for high efficiency;
3-speed switch; all models operate
on 115 v. 60 cycle a.c.



VALLEY Fans

Valley Fan Mfg. Co.,
Ft. Valley, Ga.

Models: Valley Economy attic and
window fans.

Selling Features: Valley Economy
attic fan available in horizontal or
vertical discharge type suitable for
home and industry; equipped with
steel venturi type housing; frame
of die-formed steel tubing; ball
bearing, sealed-for-life blade shaft;
Torrington blades and Westing-
house or equal motors; available in
sizes from 24 through 42 in. and
ranging from 6,900 to 16,500 cfm.

Deluxe, heavy-duty window fans,
in sizes 24, 30 and 36 in.; belt
driven 2-speed motors with fixed
mounting panels; 4,300 to 10,600
cfm. range; quiet; Torrington
Aristocrat impellers; gray hammer-
tone finish.



STANTHONY Ventilating
Hood

Stanthony Corp.,
Burbank, Calif.

Device: Stanthony low cost ventila-
ting hood No. S-600, for small
homes and multiple units.

Selling Features: Equipped with a
8-in. propeller type exhaust fan, rub-
ber mounted for quiet operation;
motor and fan unit lift out for easy
cleaning; two 40-W incandescent
bulbs provide illumination; separate
light and fan switches located in
pre-wired control box behind front
edge of hood; 1-piece, baked
enamel, finished in white and cop-
per; one size—for standard 42-in.
range opening; shipped completely
assembled and pre-wired ready for
installation in any standard cabinet;
requires 7-in. round, or 10x3½ in.
standard vent pipe.

LOOK WHO'S SELLING *Pennsylvania*



WARREN W. FARR, President of Refrigeration Sales Corp., Cleveland, depends on Pennsylvania products for the outstanding quality, value and performance that assures consistent sales-action!



MORRIS SCHWAB, D & H Distributing Co., Harrisburg, is an enthusiastic "Pennsylvania" man —boosts the exceptional practicality and durability of Vitraglas glass-lined tanks!

...here's why the country's leading appliance distributors
promote *Pennsylvania Vitraglas* glass-lined water heaters:

No equipment on the market meets Pennsylvania's 5-way sales appeal! (1) Highest quality construction backed by the leaders of the industry, (2) Most complete size range, including upright and table top models featuring Vitraglas glass-lined tanks, (3) Beauty of design for extra feminine appeal, (4) 10 year warranty, (5) Attractive retail prices with full dealer mark-up!

FULL LINE OF *GAS* AND ELECTRIC MODELS

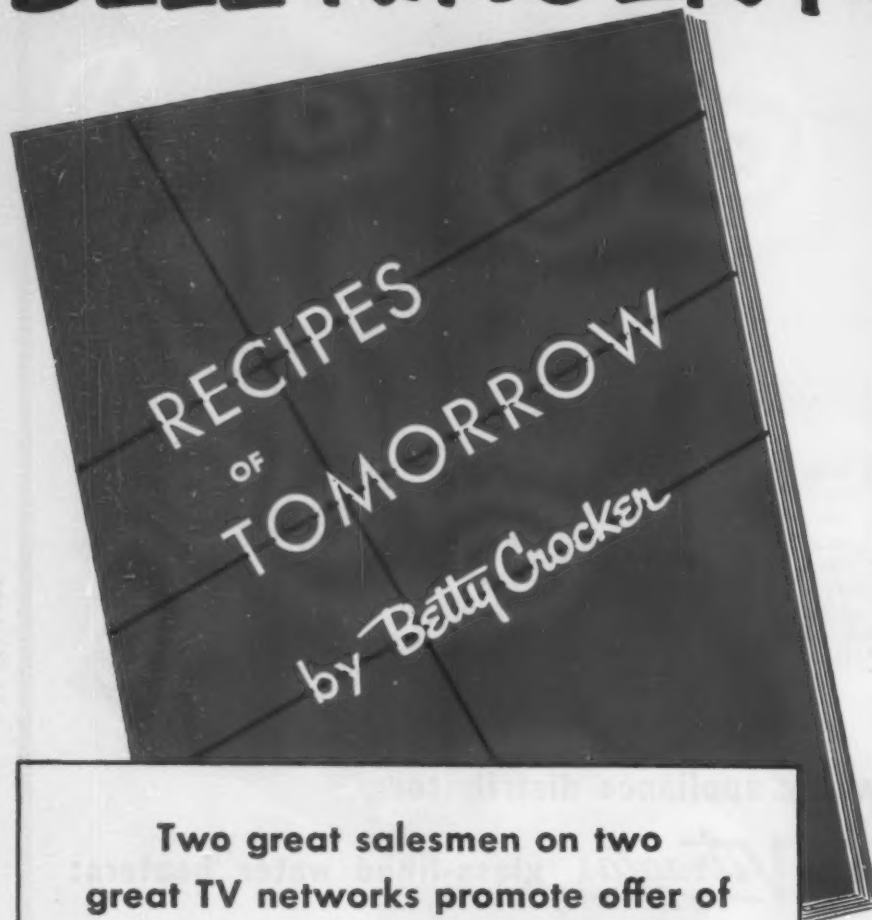
ATTENTION DISTRIBUTORS:
Territories are still available for exclusive franchise. Write for full information.



Since 1881
P *Pennsylvania* AMERICA'S FOREMOST WATER HEATER MANUFACTURER
RANGE BOILER CO.
24TH & ELLSWORTH STS. • PHILADELPHIA 46, PA.

HERE'S A PROMOTION WITH TERRIFIC TRAFFIC PULL!

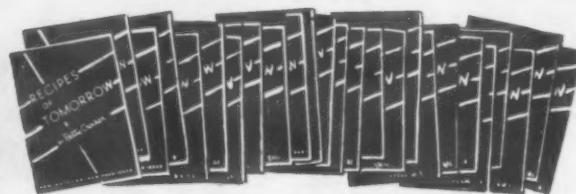
General Mills BELL RINGER FOR SPRING



You offer free a completely new Betty Crocker booklet of exclusive recipes . . . to build store traffic and promote sales of General Mills Appliances!

HERE'S HOW IT WORKS:

With every \$50 worth of General Mills appliances you buy, you receive 25 copies of "Recipes of Tomorrow," Betty Crocker's new booklet of cooking secrets developed in the famed General Mills test kitchens. It's full of exciting new recipes, menu ideas, cooking shortcuts. "Recipes of Tomorrow" is a book every housewife will be anxious to own, and you can offer it FREE to any woman coming into your store for a demonstration of General Mills Appliances!



25 RECIPE BOOKLETS

Two great salesmen on two great TV networks promote offer of "Recipes of Tomorrow" booklet



DAVE GARROWAY puts his impressive talents to work for General Mills Appliances on "TODAY" over the NBC-TV Network of 50 stations every Monday morning.



BOB CROSBY applies the famed Crosby charm to sell the General Mills line on his top-rated afternoon show every Wednesday over the 45-station CBS-TV Network.

Put Betty Crocker's new booklet promotion to work for you . . . **IT'S SURE-FIRE!**



NOVEL
DISPENSER
DISPLAY

BESIDES THE BOOKLETS, YOU WILL ALSO RECEIVE:



COLORFUL WINDOW
STREAMER

ASK YOUR DISTRIBUTOR OR WRITE
**GENERAL MILLS HOME APPLIANCE
DEPARTMENT — MINNEAPOLIS 13,
MINN. FOR COMPLETE INFORMATION**

General Mills Home Appliances



GENERAL MILLS *All purpose* FOOD MIXER
... the mixer that **TIMES ITSELF** RETAIL \$43.95



GENERAL MILLS *All purpose* GRILL-WAFFLE BAKER
... with **QUICK CHANGE GRIDS** RETAIL \$29.95



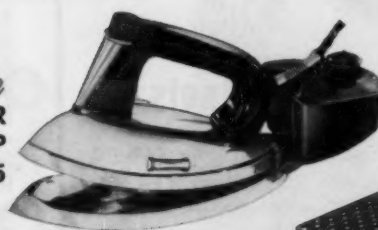
GENERAL MILLS *Automatic* FRYER-COOKER
... with **TRU-HEAT CONTROL** RETAIL \$29.95



GENERAL MILLS *Automatic* COFFEE MAKER
... that **DIALS COFFEE TO TASTE** RETAIL \$27.95



GENERAL MILLS *Double* AUTOMATIC TOASTER
with **HIGH POP-UP**
RETAIL \$22.95



GENERAL MILLS **TRU-HEAT** IRON AND STEAM
IRONING ATTACHMENT
RETAIL \$19.95

sponsored by *Betty Crocker*



BE Sure with **CORNISH**

heavy duty extension cord sets

For HOME, OFFICE and FACTORY use

for Lawn Mowers, Hedge Trimmers,
Portable Tools, Washing Ma-
chines, Refrigerators, Fans,
Business Machines,
Small Motors



Push these rugged service units! Husky black rubber cords in stand-ard lengths; integral molded-on components. Female connector has double contact blades, insuring perfect connection. Moisture-proof ... strain-proof ... Real GLUTTONS for PUNISHMENT!

CAT. NO.	LENGTH	CORD TYPE
3543	15 ft.	18/2 6/30SJ
3544	25 ft.	18/2 16/30SJ
3545	50 ft.	18/2 16/30SJ
3546	25 ft.	16/2 26/30SJ
3547	50 ft.	16/2 26/30SJ
3548	100 ft.	16/2 26/30SJ

Individually cartoned—Packed 20
in Standard Shipping Packages

industrial extension cord sets

ALL-RUBBER components built to withstand crushing loads and impacts that would damage other types of wiring devices beyond repair. Both male and female components are integral molded-on, waterproof, strain-resistant units ... features that make these cord sets unequalled for use as power extension cord sets on all types of portable devices used in construction work, shipyards, manufacturing and industrial plants requiring two-wire service. Supplied in 25-, 50- and 100-ft. lengths 16/2, 14/2 and 12/2, type S cord.

replacement cord sets

for Lamps, Radios, Small Appliances

6-, 8- and 10-ft., 18/2 type SP-1 brown cord, with molded-on plastic plug. Appliance end stripped 3/4". Hanked, with UL Green Cord Set label applied.

for Vacuum Cleaners, Small Tools, Mixers, etc.

6-, 10- and 20-ft., 18/2 type SV black cord, with molded-on plug. Appliance end jacket removed 2"; conductors stripped 1". Hanked, with UL Green Cord Set label applied.

for Trouble Lights, Small Motors, Tools, etc.

6-, 10- and 20-ft., 18/2 16/30 SJ black cord with molded-on plug at one end. Appliance end jacket removed 2"; conductors stripped 1". Hanked, with UL Green Cord Set label applied.

ALSO Replacement units for Electric Irons
and other Home and Office appliances



electric range cord sets

3-, 4-, 5- and 6-ft., type SR rubber covered range cable. Two #6 and one #8 conductors for 50 amp., or two #8 and one #10 conductors for 35 amp. service. CORNISH #500 molded-on plug vulcanized to cable for longtime water-repellent security. Equipped with suitable terminals and metal strain relief. Each cord individually boxed.

Support your local Adequate Wiring Bureau program

CORNISH WIRE COMPANY, INC.
50 Church Street New York 7, N. Y.

NEW PRODUCTS . . . Fans



FRESH'nd-AIRE Circulators

Fresh'nd-Aire Co., Div.
Cory Corp.,
221 N. La Salle St.,
Chicago, 1, Ill.

Models: 4 new Fresh'nd-Aire chrome circulators with safety guard grilles Nos. 1700 and 2300, L/G models with low stand, HS/G models with hi-stand.

Selling Features: 17 and 23-in. propeller size fans available in low and high stand models with special safety guard grilles; chrome spiral guard begins at center from name-plate and is a continuing spiral to the periphery; special conversion kits for converting present 17-in and 23-in models to safety guard grille circulators.

Prices: 17-in. low stand, \$89.95; 23-in. low stand complete \$109.95; 17-in. Hi-Stand \$114.95; 23-in. models complete \$139.95. Conversion kits \$20.



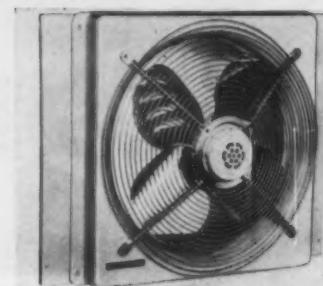
AIR-FLIGHT Window Fan

W. W. Welch Co.,
Cincinnati, O.

Model: Welch "Air-Flight Cosmo-politan" 16-in. fan, No. 77W and 99W.

Selling Features: Does not have to be installed in window—the window height wrought-iron table and fan can be used in front of any size sash or casement window; can also be used as a floor circulator, tilted to any angle desired; No. 77W is a seafoam green plastic fan with black wrought iron table, and No. 99W, a crystal clear plastic.

Fan floats in rubber; 3-speeds, deliver 2500 cfm; fan body revolves to intake, exhaust or any other position; Welch louvers combined with circular fin design on front and rear grills give more air propulsion, the manufacturer claims.



ATLAS-AIRE Window Fan

Atlas Tool & Mfg. Co.,
5147 Natural Bridge Blvd.,
St. Louis, 15, Mo.

Model: Atlas-Aire 20-in. window exhaust fan No. K-20.

Selling Features: Specially designed rubber hub isolates motor noise; rubber mountings of grill, motor and 4-petal blade also cut down noises; heavy duty GE motor has 3-speed control; delivers 3500 cfm; heavy gauge steel fan housing; plated spiraled wire grill; light gray, baked enamel finish; may be placed in windows as narrow as 26 in. and as wide as 42 1/2 in.; mounting arrangements consists of 2 thin metal strips easily installed at sides.

A fan timer No. FT20 has been added as an accessory to the 1954 window fan line. Timer automatically turns off fan at pre-determined time; may be used with any fan up to 1/2 h.p., 120 v., 60 cycle a.c.; timer may be set for any time up to 20 hrs.; grey and green finish.

Prices: K-20, \$52.50; timer FT20, \$9.95.



INTERNATIONAL Fan

International Oil Burner Co.,
Fan Div.,
3800 Park Ave.,
St. Louis, Mo.

Model: No. RV24 new 24-in. reversible window fan with attic fan power.

Selling Features: Combines slow speed and quiet operation; moves 6000 cfm at 3 forward and 3 reverse speeds; deeply pitched aluminum blades driven directly by full 1/6 h.p. capacitor type motor of 840 rpm. maximum speed; metal wings expand to widths up to 44 in.; special close-meshed safety grille; baked on enamel cabinet; unit measures 27 1/4 in. wide and high and 9 3/8 in. deep.

how big is 329,209? The moon is not that many miles from the earth. There are not that many people in the whole state of Delaware. And 329,209 is the average number of copies by which The Saturday Evening Post outsells any other magazine, week after week, on newsstands.* As a measure of the Post's vitality, that's big. As evidence of the current trend to the Post, it's bigger still! The Post gets to the heart of America.

*A. B. C. figures for the first nine months of '53 show Post newsstand sales averaged 1,703,873 copies a week—329,209 above the next weekly magazine.

A CURTIS MAGAZINE



TAKING THE TRADE BY STORM

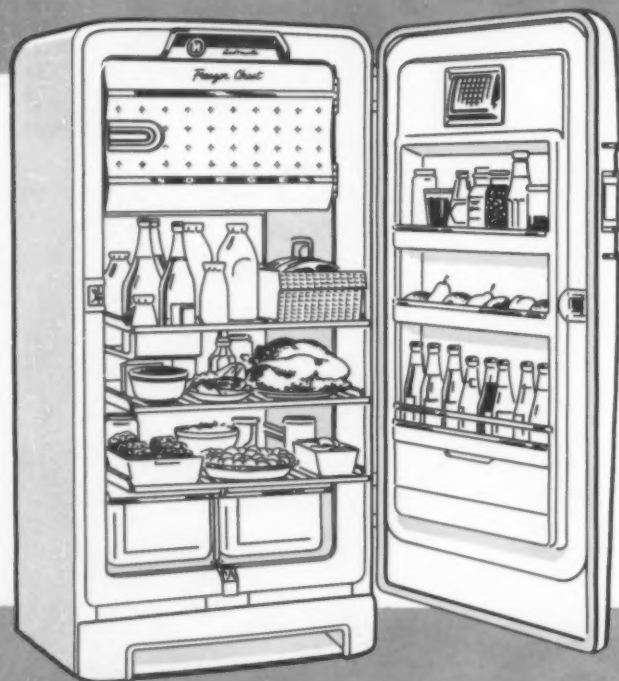
THE NEW NORGE 1954 REFRIGERATOR-FREEZERS

Bright new beauty and spectacular engineering advances combine to make Norge's 1954 refrigerator-freezer line the most salesworthy ever!

What exciting appliances to show! What a dramatic sales story to tell, based on "all 7 features women want

most." Never before a line with such out-and-out superiority.

Superbly engineered and reasonably priced, all 4 of the 1954 Norge models will fulfill the promise of dominating today's huge refrigerator replacement market!



Top craftsmanship and glamour make this a winner!

**NORGE Model 960
Customatic
REFRIGERATOR-FREEZER
COMBINATION**

10.29 gross, 9.00 net (NEMA) cubic foot capacity; 60 pounds frozen storage. Defrosting and temperature control are completely automatic. Features all 7 of the conveniences women want most. Amazingly low priced at \$349.95.

1954's
most glamorous,
most wanted,
NEW appliance!
NORGE Model 1180
CUSTOMATIC
REFRIGERATOR-FREEZER
COMBINATION →
\$399.95



Has exciting features usually found only in larger models!

NORGE Model 835

8.90 gross, 8.20 net (NEMA) cubic foot capacity; 48 pounds frozen storage. Norge Exclusive Jet-D-Frost; full-width freezer; large, full-width crisper; Handidor shelves; Butter Bank. Unequalled value for \$269.95.



Here's another most-for-the-money refrigerator!

NORGE Model 834

8.90 gross, 8.20 net (NEMA) cubic foot capacity; 48 pounds frozen storage. Full-width freezer chest, large crisper and Handidor shelves are just a few of the inducements that will persuade your customers to choose this model. Only \$239.95.

THE SHORTEST LINE WITH THE L-O-N-G-E-S-T SALES REACH!

Now in 1954 you can cover your entire market with only 4 Norge models. You cut down inventory and increase turnover. This is the streamlined sales opportunity of the year—as *already proven by distributor and dealer reactions all over the country!*

**Begin cashing in today!
Call your Norge Distributor!**

but first...LIFT THIS FLAP...

See the full-color spread, soon to appear in top magazines, that will introduce your customers to the magnificent Norge Model 1180 Customatic Refrigerator-Freezer Combination. It's truly the answer to the homemaker's dream, for it gives her every advantage she looks for in both a freezer and refrigerator.

The 1180 has 12.74 gross, 11.13 *net* (NEMA) cubic foot capacity; 80 pounds frozen storage. Features all 7 conveniences women want most. Spectacularly low in price at only \$399.95.

TO MAKE SURE OF THOSE GREATER SALES, TIE IN WITH NORGE'S POWERFUL REFRIGERATOR-FREEZER PROMOTION

Network Television and National Magazines will keep this great new Norge story before the public, pre-selling your customers, beginning in late March and continuing right through the important refrigerator selling season. Week after week, all America will hear, see and read why Norge is best! More and more of them will want Norge, as every week they watch Garry Moore on TV and read the colorful Norge ads in LIFE, LOOK, GOOD HOUSEKEEPING, FARM JOURNAL, PROGRESSIVE FARMER, SUNSET, EBONY.

Norge has gone all-out with the biggest dealer advertising-merchandising kit ever. Get it from your distributor, use it to spread the good Norge news in your neighborhood, and you're sure to get your share of the '54 Norge refrigerator-freezer sales!

NORGE

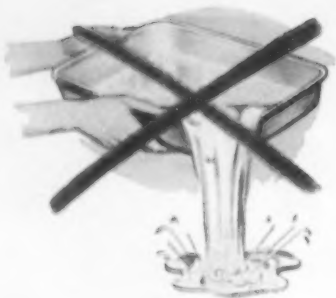
*...just the best
in home appliances*

DIVISION OF BORG-WARNER
MERCHANDISE MART, CHICAGO 54

In Canada:
ADDISON INDUSTRIES, TORONTO



By actual
survey...the
7-most-
wanted
refrigerator
features*...



AUTOMATIC DEFROSTING: You do no defrosting at all in the new Norge Customatic. It's completely automatic—even gets rid of its own frost water.



SEPARATE FREEZER: The zero-cold freezer in the new Norge Customatic freezes 80 pounds of fresh foods or leftovers—keeps them tasty for months.



MOIST COLD COMPARTMENT: The entire refrigerator section of the Norge Customatic is a moist cold zone. Foods don't dry out, can remain uncovered.



BUTTER COMPARTMENT: Butter Ban keeps a full the right spreading.





BUTTER CONDITIONER: Norge has a Butter Bank built in the door that keeps a full pound of butter at just the right consistency for easy spreading.



DOOR SHELVES: Norge has full-width, built-in door shelves that are the perfect depth for all the odds and ends and bottles you want out front.



ROLL-OUT SHELVES: In the Norge Customatic, all the shelves roll out. No rummaging for what you want—things in back are as easy to reach as those in front.



EGG RACK: There's no need to use precious shelf space for storing eggs in this new Norge. A swing-out Egg Nest keeps eggs handy right in the door.

Get all 7 features

women want most... in one
refrigerator-freezer combination...

new **NORGE** Customatic

Here, truly, is the appliance of tomorrow! Not a re-styled version of any refrigerator you've ever seen. The Norge Customatic is a *totally new appliance*—a refrigerator-freezer combination so advanced in design that it makes even the most modern refrigerators old fashioned.

There's a zero-cold freezer so big and so adaptable that you can use it exactly as you would a separate home freezer. It is separate in all but location—and it freezes and stores a giant 80 pounds of fresh foods and leftovers.

Moist cold everywhere in the main food compartment, with the temperature and humidity automatically balanced. Never mind the weather outside. The

temperature's always right inside. Foods stay fresh with or without covering. You do no defrosting at all. There are no controls to set. And no frost water to empty.

Everything inside is right in sight. All the shelves roll out so you can reach what's in back as easily as what's in front. And the door is a complete front-row storage annex—with shelves, a Butter Bank and a covered Egg Nest.

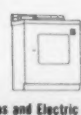
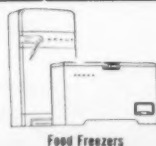
It all adds up to the most carefree, timesaving, foodsaving beauty that ever went to work in your kitchen. And you can get a revolutionary new Norge Customatic refrigerator-freezer combination today for as little as \$349.95.

*In a recent nationwide survey, women listed all the features they wanted most in their next refrigerator. Seven features were mentioned most frequently by an overwhelming majority. The new Norge Customatic has all seven... and then some!

Watch for this ad in
LIFE
April 19 issue (out 4/16)

NORGE... just the best in home appliances

DIVISION OF BORG-WARNER • MERCHANDISE MART, CHICAGO 54 • In Canada: Addison Industries, Toronto





To the Employee Relations Director of every American company

LET'S FACE IT . . . the threat of war and the atom bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, may strike without warning.

The very lives of your employees are at stake. Yours is a grave responsibility. Consider what may happen.

When the emergency comes, everybody's going to need help at the same time. It may be hours before outside aid reaches you. The best chance of survival for your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. To be unprepared is to gamble with human lives. Disaster may happen TOMORROW. Insist that these simple precautions are taken TODAY:

☐ **Call your local Civil Defense Director.** He'll help you set up a plan for your offices and plant—a plan that's safer, because it's entirely integrated

with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here again, your CD Director can help—with advice on supplies needed for injuries due to blast, radiation, etc.

☐ **Encourage personnel** to attend Red Cross First Aid Training Courses.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good employee relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . before it's too late.



*The Westinghouse refrigerator
has come a long way
since 1932*



... and so has Du Pont DULUX[®] enamel!



**America's leading home appliance finish
... has helped sell over 36,000,000 refrigerators!**

THE EFFICIENCY and smart good looks of the 1932 Westinghouse refrigerator made it one of the most welcomed home appliances of its time. But over the years, constant improvement by Westinghouse technicians has resulted in a refrigerator that gives the modern housewife far more convenience and leisure than the shopper of twenty-two years ago could ever hope for! The popularity of the 1954 Westinghouse is proof that continued product improvement is vital in maintaining the acceptance of the buying public.

And so it is with America's leading home appliance finish—Du Pont "DULUX" enamel! Constant research over the years by Du Pont chemists has resulted in more rugged resistance to chipping, cracking, scratching or staining . . . easier cleanability . . . longer-lasting whiteness than ever before. That's why the "DULUX" of today meets the most exacting requirements of today's topflight appliance manufacturers.

E. I. du Pont de Nemours & Co. (Inc.),
Finishes Div., Wilmington 98, Del.

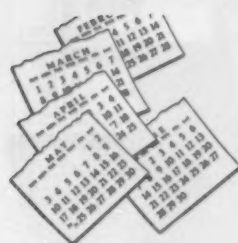


"DULUX" ENAMEL

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Model 6,
1/2 h. p. deluxe



Model 12, 1 1/2 h. p. console



9 window and console
models available

Get those early season sales

with **REMINGTON**

**the complete NEW line of year
'round Room Air Conditioners**

No reason to wait for June or July to start making air conditioner sales.

You can make them right now with Remington. Asthma sufferers, housewives sick of dirt, office managers tired of stale smoke and odors—all can be made customers by these Remington features.

And no other air conditioners offer all these features:

Exclusive Climate Compensator for even balance between cooling and humidity control.

New Exclusive Airflo Fresh'ner to kill obnoxious room or outdoor odors.

New Electric Heating—provides dependable, high efficiency heat.

New Exclusive Strato-flo Grilles—for draft-free cooling.

New Exclusive Positive Ventilation—provides free flow of fresh air.

New Exclusive Pressurized Exhaust—pushes out stale smoke, dust and dirt.

New Exclusive In-or-Out Design—permits you to slide virtually as little (or as much) of the unit as you want into the room.

Get the details on the "profits guaranteed" Remington Franchise with its sensational FREE pre-season promotion plan.

HEALTH and COMFORT by the roomful



Division of Remington Corporation

REMINGTON AIR CONDITIONING
9-8 Willey Street
Auburn, N. Y.

Please send me full particulars on the Remington franchise.

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

NEW PRODUCTS...Electric Housewares



SUNBEAM Steam Iron

Sunbeam Corp.,
5600 Roosevelt Rd.,
Chicago, 50, Ill.

Device: Sunbeam steam-or-dry iron. Selling Features: Gravity feed of water gives more steam, the manufacturer claims; water is in elevated container that holds 40 ozs. water, enough for 2 hrs. steam ironing steams in 90 seconds; it is possible to switch from steam to dry ironing and back to steam again; weighs 2 1/4 lbs. 1000 watts; 110-120 volts, a.c.



ARVIN Heaters

Arvin Industries, Inc.,
Columbus, Ind.

Models: 3 new portable Arvin heaters—No. 5400, No. 5440 and No. 5300.

Selling Features: Models 5400 and 5440 are 3-way appliances, serving as fans, heaters and as air circulators. No. 5400 has a 1320 watt heating element; No. 5440 with a 1650-watt element plus automatic safety switch. No. 5300 has a 1650-watt unit, a junior version of the fully automatic 1650-watt No. 5530.

No. 5440 has green enamel finish, it has an 8-in. "cloverleaf" fan



that blows 200 cfm warm air; and moves 600 cfm used as an air-circulator. No. 5400, identical in uses with No. 5440, is finished in bronze enamel; both are 15 1/2 in. high, 12 1/2 in. wide. Induction-type fan motors. No. 5300 finished in maroon baked-on enamel with brown trim.

Prices: No. 5400, \$21.95; No. 5440, \$24.95; and No. 5300, \$19.95.



PRESTO Skillet

National Presto Industries,
Eau Claire, Wis.

Device: Presto automatic electric skillet.

Selling Features: Provides controlled temperature top-of-stove cookery; accurate gradations of heat available through use of a selector lever; 1000-watts a.c. only; suitable for grilling bacon, eggs, pancakes; at its low simmer temperature for stews, vegetables etc.; over 2-qt. capacity; thermostatically controlled element calibrated from "off-to-500 degs. F., embedded in body of skillet; 2 concentric rings within skillet base; chromium plated over aluminum; cool bakelite handle and legs.

Price: \$27.95.



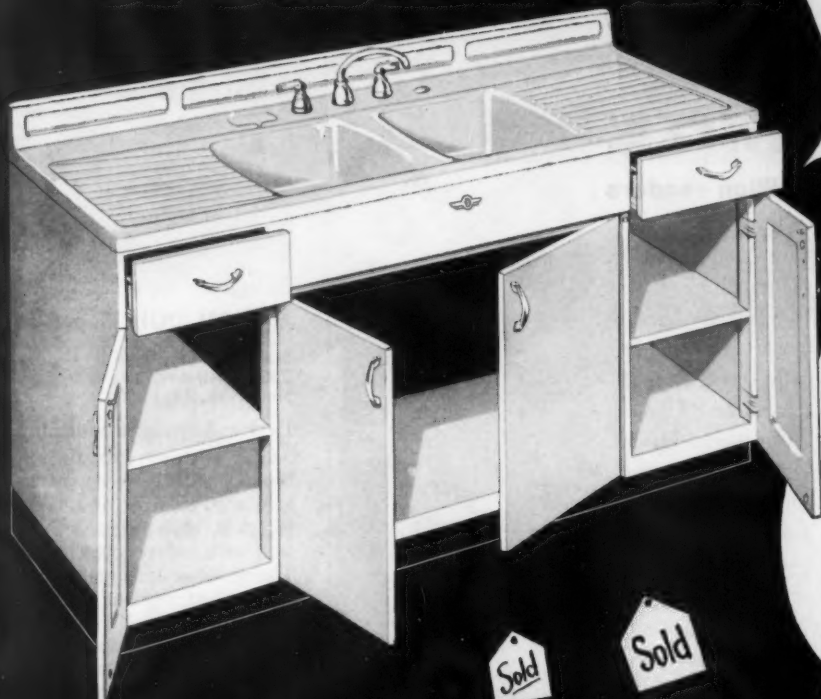
FARBERWARE Coffeemaker

S. W. Farber Inc.,
New York, N. Y.

Device: Farberware Super-Speed coffeemaker in 3 sizes—a 2-4 cup size; a 3-8 cup and a 3-10 cup size made of solid brass with chrome plating; classic design etched with garlands; completely automatic—when coffee reaches flavor peak it automatically stops perking and beverage is kept at serving temperature for hours; specially-designed element makes it possible to function at a cup-a-minute speed. No. 108, 8 cu. model brews as few as 3 cups in 3 min., or up to 8 cups in 7 min. No. 110, 10-cup model brews as few as 3 cups in 3 min., or up to 10 cups in 8 min. a.c. only.

Youngstown Kitchens 66" Cabinet Sink SPECIAL... to retail for

\$134⁹⁵* Complete with crumb-cup, strainers and faucet
*Slightly higher in the West and South



Get it in your windows! Get it on your floor! Get in step with the thousands of dealers riding Youngstown Kitchens' giant 66" Cabinet Sink Special Promotion to new highs in kitchen profits.

Take a regular \$189.95* sink value.

Offer your customers a saving of more than \$50.00!

Back the special with heavy promotion and the most selling and best known name in kitchens...

...and no wonder they're buying!

Main question is: — "Are you aboard?"

If by any chance you haven't acted — why not phone your distributor right now and get at least one of these 66" Specials on your floor.

Don't miss out on this sales-making, traffic-making special.

Dealers are cashing in on

66"

This complete
Youngstown Kitchens Ensemble
LESS THAN **\$175**** A WEEK, RETAIL!

A big kitchen—priced at these easy terms—is the value you can use to get volume sales.

And it's a genuine Youngstown Kitchen. That means immediate consumer acceptance... because among steel kitchens, the name "Youngstown Kitchens" is many times better known than any other.

Get this Youngstown Kitchen combination on display in your store now... and price it prominently. You'll see the result in sales!



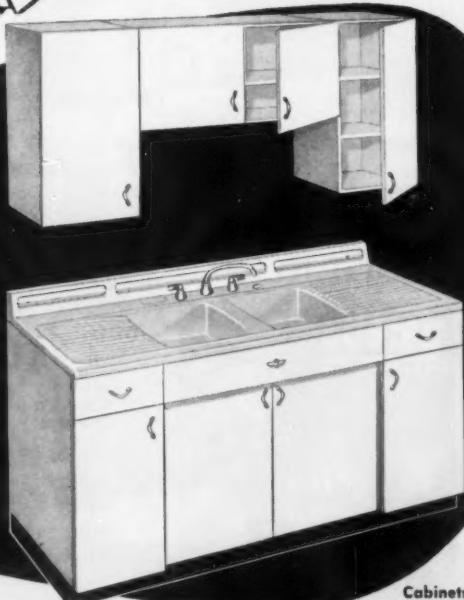
STEEL
Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

Cabinets of steel for lasting appeal

World's Largest Makers of Steel Kitchens

*Under F.H.A. Includes the 66" Special; two wall cabinets, each 15 inches wide and 30 inches high; one wall cabinet, 36 inches wide and 18 inches high.



This entirely new Youngstown Kitchens promotion material is loaded with ACTION!

- NEW, transparent window poster. Entirely different... attractive... loaded with wallop to bring them in.
- NEW, colorful sink display card. Gala, colorful... designed to zero in for the sale.
- NEW, 2-col. ad mat plus 3-col. ad mat of art elements for preparing your own ad. Add fuel to this red-hot promotion... pile up prospects galore.
- Radio scripts... 1 minute each, excellent for radio and for use on television, as well.
- Colorful, full-size broadsides are also offered—ask your distributor.

Mullins Manufacturing Corporation
Dept. EM-354, Warren, Ohio

Please have my distributor contact me about the new 66" Cabinet Sink Promotion.

NAME (Please print)

ADDRESS

CITY

ZONE

COUNTY

STATE

Another parade stopper

MIGHTY MITE*

It stopped nearly 10 million readers

This is a magnified picture of a transistor, heir-apparent to the vacuum tube. It was featured in PARADE, the Sunday Picture Magazine, illustrating an exclusive interview on electronics with David Sarnoff.

Stories like this make PARADE a Sunday reading habit in homes up and down every street in 43 key markets. Independent surveys show that PARADE is the best read publication in print.

This means it gives advertisers more than twice as many readers per dollar of ad cost as any of the big weekday magazines. And remember too: PARADE's impact on Sunday makes sales all week long.



PARADE... The Sunday Magazine section of 43 fine newspapers in 43 major markets... with more than 13 million constant readers.



NEW PRODUCTS

... Electric Housewares



BROIL-QUIK Super-Chef

Broil-Quik Co.,
2330 Fifth Ave.,
New York, 37, N. Y.

Device: Automatic broiler-rotisserie.

Selling Features: Roasting and barbecuing area has been increased to hold a 20 lb. roast or a 12 lb. fowl recessed tray grooves; Thermo-tron infra-red system consists of a Thermo-Rod element, a Multi-Temp heat control, Unitrol-4 hr. timer and a pilot light. Rod-type elements replace bare coils. Multi-Temp heat control provides a wide range of heat. Unitrol timer automatically turns off broiler at any specified time up to 4 hrs; Pilot light below controls; Chrome-plated inside and out; gold trimmed grill plate has an unheated well to catch loose grease; lower part has a deep well and tree tray with detachable handle; 24 in. overall, 14 in. high, 12 in. deep; slide-away spatter shield.

Price: \$89.95.



MEYNELL "Kauldron"

Meynell Mfg. Co.,
Box 1805,
Erie, Pa.

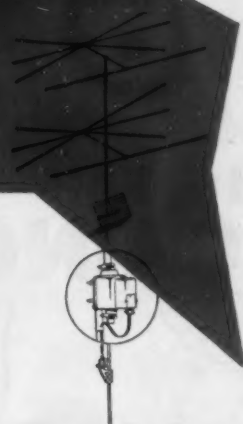
Device: Meynell "Kauldron" No. 315 combination cooker, roaster, fryer and hotplate.

Selling Features: All-purpose cooker weighs 13 lbs.; 1225-watt-enclosed, tubular burner can be raised to top position for hotplate purposes or lowered for deepwell roasting, deep-frying, steaming, sterilizing, etc.; accessories include an aluminum perforated basket for deep fat frying; an aluminum pudding or cake pan, and a trivet; 4-heat switch; Fiberglass insulated; available in 2 different finishes: Deluxe model has polished chrome finish; standard model, black gun metal finish; a polyethylene cover is provided.

**NEW,
SMARTLY
STYLED**

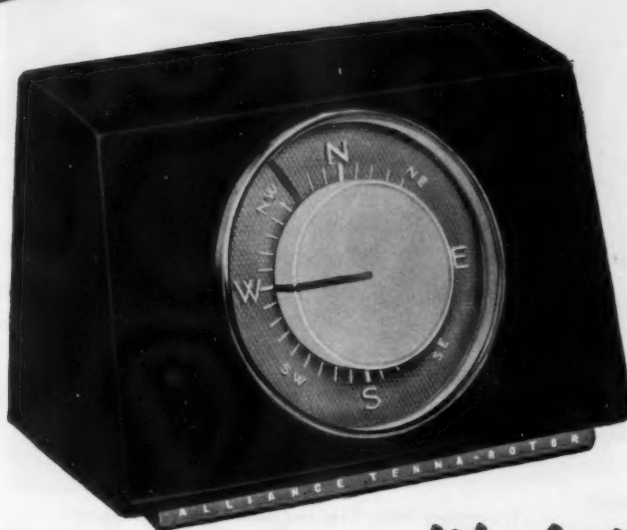
ALLIANCE

TENNA-ROTOR
The only FULLY AUTOMATIC
antenna rotator!



**REDESIGNED ROTATOR
UNIT**—Speed increased to
2 rpm. **New double-ac-
tion magnetic anti-drift
brake.** Smoother synchro-
nization with control units.

**Sell the
product
with the
feature
that's
exclusive!**



**MODEL U-83
AUTOMATIC**

It's Automatic!

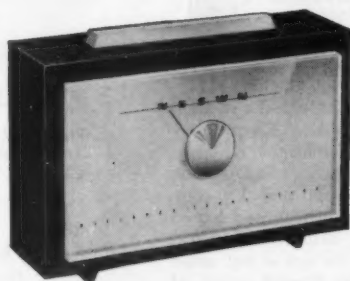
**The new automatic Alliance Tenna-Rotor
sells on sight! They all ask for Model U-83!**

Here's how Alliance pre-sells for you!

1. New styling—"style's the thing"
...Alliance has it!

2. TV advertising that sells custom-
ers! Plus newspapers—magazines!

3. The automatic feature sells itself!
No fumbling—no hunting—just "set it
—forget it". Pointer turns automatically
to any selected direction and stops.



MODEL T-10, finger-tip electrically controlled Alliance Tenna-
Rotor with direction indicator dial. Extremely accurate. Compact.
Modern styling by Reinecke & Associates, leading national
designers. Redesigned inside and out Price: **\$44.95**



ALLIANCE UHF CONVERTER

...adds all UHF channels
—the recognized quality
converter built to last!
Unexcelled picture qual-
ity . . . Price: **\$42.50**

OVER 1,250,000 ALLIANCE TENNA-ROTORS NOW IN USE!

ALLIANCE MANUFACTURING CO., ALLIANCE, OHIO

"Dealers and Wholesalers Agree

Viking's BIG FAN COOLING



**Fills Most
Customers
Needs"**



That report from Ben Eckenhoff,
friendly Viking representative

Check These Fast-Selling Viking Big Fan Features

Electrically Reversible . . .
Two speeds for both exhaust and
intake operations.
Push Button Controls . . . Simple to
operate eye-level controls
3500 CFM . . . Cools whole house
when used as exhaust fan.
Optional Timer . . . Turns fan off
in from one to twelve hours.
Everyone in the house sleeps cool
for less than \$100

Viking TAKE O
BIG FAN COOLING



Everybody
IN THE HOUSE

**SLEEPS
COOL!**

EXHAUSTS
HOT AIR

OR

DRAWS IN
COOL AIR

5 PUSHBUTTON
CONTROLS

OPTIONAL
TIMER

Eye-catching 1954 Viking Fan Display Now Available



"Viking Gives Me The Selling Tools I Need! . . .

That new Viking
Big Fan is just what
our customers have
been looking for. I like the idea of hav-
ing one model that fills most customers
needs. That new Viking Co-op Kit is
worth its weight in gold, too. Gives me
professionally prepared newspaper ads,
publicity stories, radio and TV com-
mercials, a terrific display and lots of
other things that help me do a real
selling job! They've got a big order
from me." So says Harold Jump, of
Easton Hardware & Furniture Co.,
Easton, Md.



Order Your Viking Big Fans Today!

Viking's 1954 Co-op Advertising Kit ... Now Available ...

"Viking Helps Me Pay For Advertising . . .

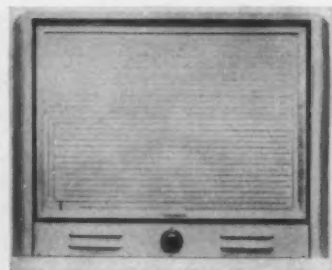
This Vadnit System of Viking's is a
wonderfully simple method of providing
me with credit coupons (Vadnits).
I can use to pay up to half of my
advertising cost. Combine the quality
of the Big Fan with its sales ability and
add the display, co-op advertising
and Vadnits and you can see why I buy."
That's from Jack Frazier of Electric
Refrigeration Company, of Baltimore, Md.



Now... Order The Fan That Does The Biggest Cooling Job!

NEW PRODUCTS

... Electric Housewares



GLASSHEAT Wall Panel

Continental Radiant Glass
Heating Corp.,
1 E. 35th St.,
New York, 16, N. Y.

Device: Glassheat wall panel.

Selling Features: Space saving, ra-
diant Glassheat panel with thermo-
stat; panel of specially tempered
glass fused with aluminum strips;
infra red rays are projected by metal
reflector behind panel; may be sur-
face mounted or recessed; 1000 watt
capacity; a.c. only; 16x24 in.



HOLLIWOOD Rotisserie

Finders Mfg. Co.,
3669 S. Michigan Ave.,
Chicago, 15, Ill.

Device: "Gourmet" rotisserie No.
880.

Selling Features: Completely auto-
matic timer turns unit off-and-on;
pilot light; push-button heat switch;
removable "look-thru" door; 8 heat-
ing ranges-4 platter position extra
barbecue rack; removable platter
handles; barbecues 12 lb. turkey.



SUPERSTAR Rotisserie-Broiler

Stern-Brown, Inc.,
42-24 Orchard St.,
Long Island City, 1, N. Y.

Model: Automatic barbecue-rotis-
serie-broiler-grillette No. 500.

Selling Features: Automatic bell-
ringing timer times cooking opera-
tions up to 2 hrs.; and shuts off
(Continued on page 182)

Today, television buyers want cabinetry that's worthy of the center of interest in the home.

You have it—in this decorator-designed 1954 Stromberg-Carlson line. Its styling stands out in *any* company.

AND you have two other big PLUS features to help you close the sale—

PANORAMIC VISION—for the widest viewing angle in television...

TOP UHF and VHF performance—proved by actual field tests, even in tough fringe areas.

For quality TV merchandising at a profit—display and demonstrate STROMBERG-CARLSON now!



The EMPIRE—a new concept in functional TV cabinet design, with disappearing space-saving tambour doors. In comb-grain limed oak or Honduras mahogany veneers. 21-inch Panoramic Vision picture.



Standout Styling

gives you a Selling Plus with

STROMBERG-CARLSON

The CLASSIC (decorated)—Most distinguished cabinet in TV.

Individually hand-decorated with authentic Chinese legend design on ivory, red or ebony lacquer. 21-inch Panoramic Vision picture.



The HEPPLEWHITE—the charm of traditional styling, authentically interpreted in fine hand-rubbed mahogany veneers. 21-inch Panoramic Vision picture.



Prices range from \$229.95 including excise tax and warranty (Zone 1).

"There is nothing finer than a STROMBERG-CARLSON."

Stromberg-Carlson Company, Rochester 3, N. Y.

LIFE AND LUCAS SPEARHEAD CALORIC'S

INDUSTRY'S BIGGEST ADVERTISER UNLEASHES GRAND SLAM BARRAGE IN LIFE MAGAZINE

TV COOKING STAR DIONE LUCAS FEATURED IN CALORIC'S POWER-PACKED DRIVE

For the first time Caloric, the gas range industry's leading advertiser combines with LIFE, the nation's most powerful advertising medium, in a hard-hitting promotional blast, designed to give

Caloric dealers the most dynamic advertising support in history. What's more, the 2-page LIFE spread you see here—featuring Dione Lucas, America's leading saleslady of gas cooking and her specially endorsed "Dione Lucas" signature gas range is only a part of this powerful sales program. Read all the details. Then make sure you tie in with this record-breaking promotion!

LIFE Here's the giant 2-page spread that Caloric will run on April 5th in LIFE magazine. It's the first LIFE advertisement aimed at booming your Caloric appliance sales. This ad will go to more than 26,000,000 readers of LIFE, the nation's number one advertising medium. Thousands of these LIFE readers are your best prospects so be sure to take

advantage of the hard-hitting impact of this ad on them. Have blow-ups mounted in your windows. Use Caloric's special LIFE AND LUCAS mats in newspaper advertising. Get the full benefit of this promotion by letting your neighborhood customers know you display and sell Caloric's "Dione Lucas" signature gas range ... advertised in LIFE.

ADVERTISED IN
LIFE

**TV STAR DIONE LUCAS COOKS* CALORIC...
AMERICA'S EASIEST RANGES TO KEEP CLEAN**

GAS... of course

"So easy to clean—and so easy to keep clean... that's what I especially like about Caloric automatic gas ranges," says internationally famous Dione Lucas, TV cooking star.

And no wonder she's excited about "Caloric Cleanability". These famous "Caloric Cleanability" ranges are known everywhere as America's easiest ranges to keep clean. Burners, grates, splash pans, oven bottom... practically everything lifts right out for quick scrub-and-wash. And the lifetime porcelain enamel finish keeps clean in a jiffy.

Follow the lead of Dione Lucas. Visit your Caloric dealer listed below. See for yourself how easily—how quickly—how neatly—you can clean a Caloric automatic gas range.

NEW DIONE LUCAS RANGE This exciting new "Dione Lucas" signature gas range... the very model the ones and thousands on her famous TV program... is now available at Caloric dealers everywhere. See a demonstration of its many features... and you'll know why Dione Lucas... and millions of other housewives... have learned that Caloric is here to working performance.

COMPLETELY AUTOMATIC Inexpensive controls that work with the ease, touch the safety, and convenience of the all-time tested Caloric automatic gas range. You need no special plumbing and no special wiring.

DIONE LUCAS SIGNS It's a part of it... the famous Dione Lucas... who is featured in the "Dione Lucas" signature gas range... the range used and recommended by Dione Lucas on her TV program. Your customers will stop in and ask to see this exciting automatic gas range. Make sure you have it on your showroom floor.

ADVERTISED IN LIFE

CALORIC
STOVE CORPORATION, TOPTON, PA.

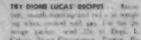


DIONE LUCAS Here's the television queen of culinary experts, the nation's super sales lady of gas cooking. And what a sales job she does! Millions of housewives all over the nation regularly see her TV cooking program. Just as regularly they send for her recipes. And she'll be featured in LIFE along with the "Dione Lucas" signature gas range... the range used and recommended by Dione Lucas on her TV program. Your customers will stop in and ask to see this exciting automatic gas range. Make sure you have it on your showroom floor.

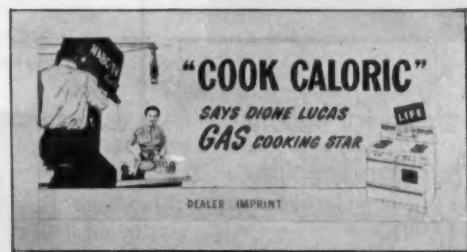
LARGE SPACE NEWSPAPER ADS

Large newspaper ads will feature the LIFE ad right at the local level for the extra benefit of Caloric dealers, doubling the impact of the LIFE campaign. Dealers can tie in with mats (supplied at no cost) to make doubly sure they get the full value of LIFE'S local coverage.

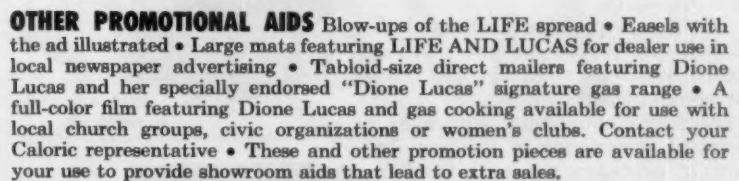
AMERICA'S EASIEST RANGES TO KEEP CLEAN



Calvin STONE CORPORATION, TOTTEN, PA.



BILLBOARDS Here's another way for you to make known throughout your shopping area that you're neighborhood headquarters for the "Dione Lucas" signature gas range . . . advertised in LIFE.



Dryers

PAGE 181

Before You Decide... See the Newest Line!



Command Air
fans

- ★ decorator styled for beauty
- ★ precision built for durability
- ★ priced for selling

Sell the Command Air Line in '54 . . . the line that brings a modern touch to today's living . . . way ahead in design and styling . . . built to precision standards.

See the 6 popular Command Air Models and choose the line that's designed to sell on sight . . . and priced for competitive buying.

Built by Commander, with over 20 years of experience in the manufacture of precision products for home and industry. You can *always* depend on a Commander Product.

Write or wire for complete details now!

Commander
MANUFACTURING
COMPANY

4217 W. KINZIE STREET, CHICAGO 24, ILL.



DESK FAN



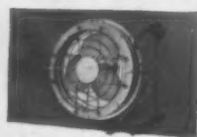
PEDESTAL FAN



HASSOCK FAN



ALL-PURPOSE FAN



WINDOW VENTILATING FAN



A flick of the wrist reverses the fan for intake or exhaust.

NEW PRODUCTS

Superstar Rotisserie (Cont. from pg. 178)

current automatically at pre-set time; 3-heat switch control; double-wall construction retains heat; adjustable broiler positions; concealed rotisserie motor with separate switch; heat resistant tempered glass spatter shield with 2 cool grip handles; bakelite corners and handles; triple plated with copper, nickel and chromt. Size: 18x10-1/8x11 in. high; heating element 1400 watts high, 700 watts medium, 350 watts low; weighs 25 lbs. 110-120 volts a.c. only. Price: \$69.95.



GIBSON Refrigerators

Gibson Refrigerator Co.,
Greenville, Mich.

Models: Gibson 1954 line includes 11 refrigerators.

Selling Features: "Touch-A-Tap" ice water spigot located in refrigerator interior provides drinking water year 'round without refilling; "Touch-A-Tap" ice maker—a push-button device to fill ice trays with running water into refrigerator; and a bacon conditioner are featured in Gibson's G-1084 full length door model with Cameo cream interior. Automatic defrost and a locker that holds 53 lbs. frozen food are other features.

Improved swing-out meat lockers, shelves, and crispers on all 1954 models.

11 models include a 10-cu.ft. combination refrigerator-freezer with automatic defrost; 3 models in 9 and 10 cu.ft. capacities with automatic defrost; and 3 in 7, 10 and 11 cu.ft. sizes with push-button defrost.



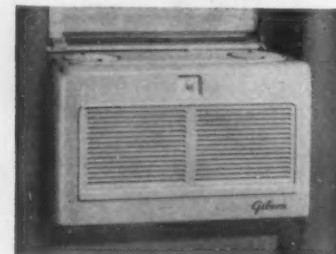
GIBSON Freezers

Gibson Refrigerator Co.,
Greenville, Mich.

Models: 1954 freezer line includes

6 upright and 3 chest freezers.

Selling Features: Upright models have 7, 11, 17, 25 and 32-cu.ft. capacity; chest models have 10, 14 and 20 cu.ft. capacity; tilt-back shelves for easier packing and storing; door shelves for easy-to-see and reach convenience; tilt-out take-out bins that lift to work surface; fast-freeze shelves; separate fast freeze and storage compartments; single dial control, movable wire baskets; interior lights; safety locks.



GIBSON Air-Conditioners

Gibson Refrigerator Co.,
Greenville, Mich.

Models: 5 basic sizes, 9 models comprise 1954 air conditioner line. **Selling Features:** Sizes include 1 h.p. for rooms up to 825 sq.ft.; deluxe 3/4 h.p. up to 580 sq.ft.; standard 1/2 h.p. up to 500 sq.ft.; 1/3 h.p. up to 425 sq.ft.; and 1/4 h.p. up to 300 sq.ft.

Air conditions 8 ways: freshens, exhausts, dehumidifies, filters, refrigerates, circulates, warms at flick of switch, Gib-Sun-Air ozone lamp kills bacteria and freshens air; mahogany or beige baked enamel inside-the-room cabinet has hidden controls; moving parts except fan located in weather- and rust-proofed galvanized steel outside-window cabinet; hermetically sealed refrigeration system.



HOLLIWOOD Cooker-Fryer

Finders Mfg. Co.,
3669 S. Michigan Ave.,
Chicago, 15, Ill.

Device: "King Size" Cooker-Fryer No. 754.

Selling Features: Has 7 pts. oil capacity jeweled pilot light; automatic thermostat; new quick drain spigot; on-and-off switch; cook chart and time table on cover; chrome with black baked enamel base; french fry basket with removable handle; cast aluminum cooking well; 1450 watts a.c.

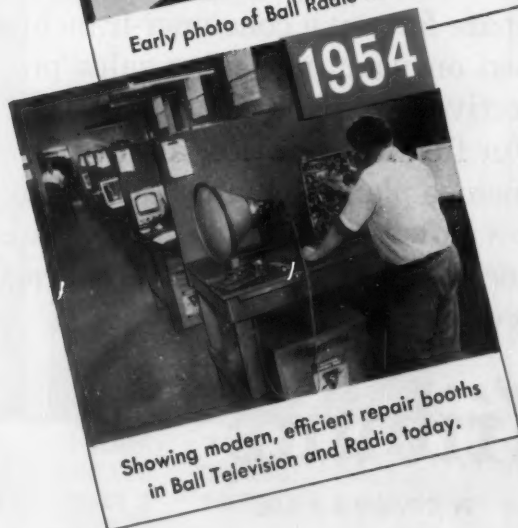
Another Outstanding Service Success Story... with SYLVANIA!

From Basement Repair Shop
to prosperous Service Business...
featuring Sylvania Tubes, Parts
and Promotion Programs!

The steady and substantial growth of the Ball Television and Radio Service, from basement shop to the large handsome brick building, shown below, is a tribute to the fair practices and alert policies of the owner, Mr. Ted Ball.



Early photo of Ball Radio Service Shop.



Showing modern, efficient repair booths
in Ball Television and Radio today.

Says Mr. Ball: "My men are as skilled and experienced as any you'll find anywhere, and each is instructed to do the best job possible with the best of parts...and that, of course, includes Sylvania Tubes."

Ted Ball is another important Radio-TV Service Manager that appreciates the quality performance, dependability, and the nation-wide high reputation of Sylvania products.

Mr. Ball also knows about the business-boosting power of Sylvania's promotion and display offers. Find out how Sylvania can step up *your* business. Your friendly Sylvania Distributor is ready and anxious to give you full cooperation. Call him today.

SYLVANIA

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y



In Canada: Sylvania Electric (Canada) Ltd., University
Tower Bldg. St. Catherine St., Montreal, P. Q.

LIGHTING • RADIO • ELECTRONICS • TELEVISION

Now IT'S \$2 OUT

Appliance store product advertisers more sales action in Chicago

WHEN advertisers in your field place in one Chicago newspaper two out of every three advertising dollars which they place in all four Chicago newspapers *combined*, you can be sure that it produces best results.

As shown by the chart, that was how appliance store product advertisers appraised the selling power of the Chicago Tribune in 1953.

Behind this record of leadership is the experience of scores of advertisers who invest millions of dollars in advertising to build sales action for their brands in the important Chicago market.

Last year all advertisers combined invested over \$58,000,000.00 in the Tribune. This was more than advertisers placed in all other Chicago newspapers combined—and more than they placed in any other newspaper in the world!

These advertisers placed their promotion in the Tribune to reach the families who spend the most in Chicago stores. They knew that by using the Tribune they would reach prospects

when they were actively seeking buying information.

They knew also that their promotion in the Tribune would influence Chicago dealers to stock and support their lines. And because the Chicago Tribune helped them do each of these advertising jobs more effectively and economically than any other medium, they continue to increase their use of this newspaper.

If you want more sales action on both sides of Chicago's appliance store counters, the record makes it plain that the Tribune is your medium.

To help you use Tribune selling power to greatest advantage, the Tribune will be glad to prepare for you a consumer-franchise program based on your particular sales problems and objectives in this market.

For full information about the consumer-franchise plan, including case histories which show how it is producing greater sales for other manufacturers, ask a Chicago Tribune representative to call.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

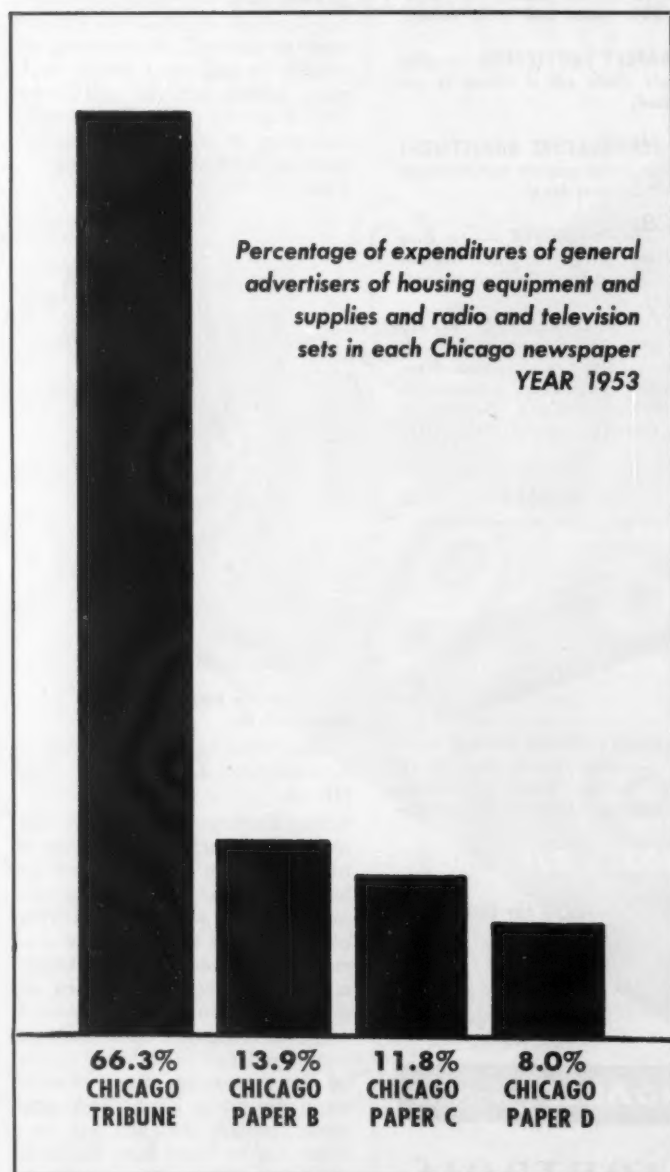
Chicago	New York City	Detroit	San Francisco	Los Angeles
ADVERTISING SALES A. W. Dreier 1333 Tribune Tower SUPERIOR 7-0100	E. P. Struhsacker 220 E. 42nd St. MURRAY HILL 2-3033	W. E. Bates Penobscot Bldg. WOODWARD 2-8422	Fitzpatrick & Chamberlin 155 Montgomery St. GARFIELD 1-7946	Fitzpatrick & Chamberlin 1127 Wilshire Blvd. MICHIGAN 0259

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO

OF EVERY \$3!

provide new proof that you get when you use the Chicago Tribune!



YOU GET MORE SALES ACTION THESE 4 WAYS:



YOU REACH THE LARGEST AUDIENCE!
The families who read the Tribune—hundreds of thousands more than read any other Chicago newspaper—buy most of the hardlines merchandise sold in Chicago and suburbs.



YOU REACH MORE ACTIVE PROSPECTS!
Chicago families do most of their home merchandise buying from the Tribune because they know that the Tribune provides them with the greatest selection of offers.



YOU HELP YOUR SALESMEN SELL!
When you want stronger distribution, remember: A schedule in the Tribune is the most powerful brand promotion story your salesman can place before a Chicago dealer.

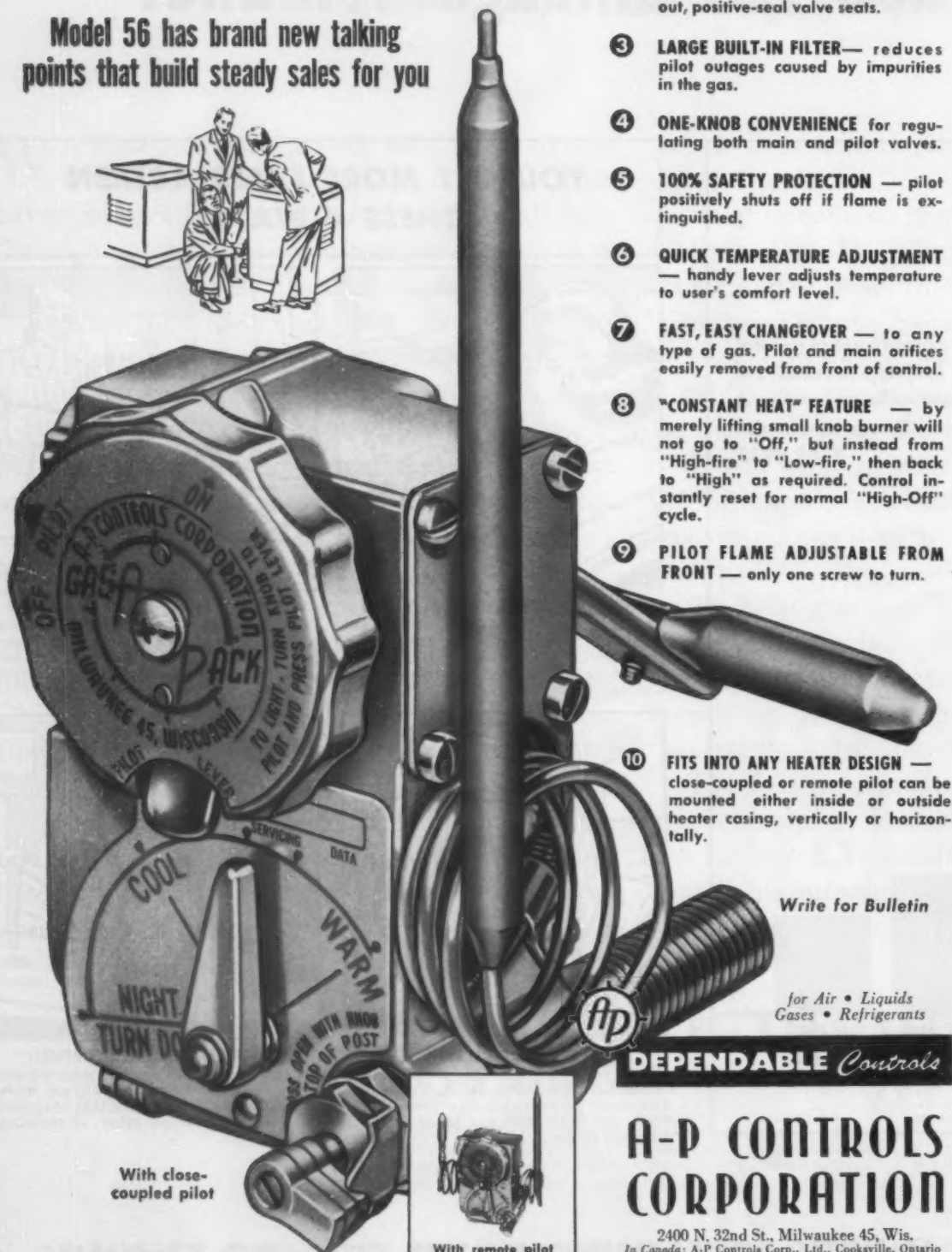


YOU GET MORE DEALER SUPPORT!
Because dealers know that your advertising in the Tribune brings them more pre-sold prospects, it gets their support for your line as no other advertising medium can.

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

New **GASAPACK adds NEW LIFE to your space heater line!**

Model 56 has brand new talking points that build steady sales for you



With close-coupled pilot



With remote pilot

You're looking at the biggest space heater sales booster ever presented. It's the Model 56 space heater control . . . the only *all new* profit builder with all these sales-clinching benefits:

- ① **FASTER INSTALLATION** — extremely compact body. Straight through or right-angle inlet or outlet assure trim heater design, neater installation.
- ② **CAN BE USED ON ALL GASES** — non-corrosive materials used throughout, positive-seal valve seats.
- ③ **LARGE BUILT-IN FILTER** — reduces pilot outages caused by impurities in the gas.
- ④ **ONE-KNOB CONVENIENCE** for regulating both main and pilot valves.
- ⑤ **100% SAFETY PROTECTION** — pilot positively shuts off if flame is extinguished.
- ⑥ **QUICK TEMPERATURE ADJUSTMENT** — handy lever adjusts temperature to user's comfort level.
- ⑦ **FAST, EASY CHANGEVER** — to any type of gas. Pilot and main orifices easily removed from front of control.
- ⑧ **"CONSTANT HEAT" FEATURE** — by merely lifting small knob burner will not go to "Off," but instead from "High-fire" to "Low-fire," then back to "High" as required. Control instantly reset for normal "High-Off" cycle.
- ⑨ **PILOT FLAME ADJUSTABLE FROM FRONT** — only one screw to turn.
- ⑩ **FITS INTO ANY HEATER DESIGN** — close-coupled or remote pilot can be mounted either inside or outside heater casing, vertically or horizontally.

Write for Bulletin

for Air • Liquids
Gases • Refrigerants

DEPENDABLE Controls

A-P CONTROLS CORPORATION

2400 N. 32nd St., Milwaukee 45, Wis.
In Canada: A-P Controls Corp., Ltd., Cooksville, Ontario

NEW PRODUCTS

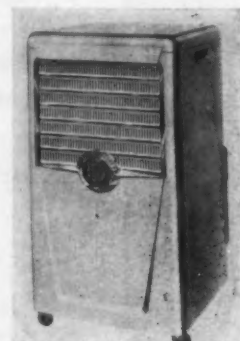


GENERAL Floor-Crafter

General Floorcraft, Inc.
421 Hudson St.,
New York, 14, N. Y.

Model: General 1954 Floor-Crafter 12, floor polisher.

Selling Features: 2-brush, all-purpose polisher polishes, scrubs, cleans; $\frac{1}{4}$ h.p. motor operates on 110-115 volts, a.c. or d.c.; 2 indented (wax-well) wax applicator brushes apply all types wax without waste or spatter; 2 self-centering, reversible buffing pads; plastic steel-wool holders are also self-centering; finger-tip control—diagonally mounting of motor provides balance—no wrist strain or pulling. Price: \$59.95.



WESTINGHOUSE Dehumidifier-Heater

Westinghouse Electric Corp.,
Mansfield, O.

Device: Westinghouse combination dehumidifier-space heater No. HR-4A.

Selling Features: Dehumidifier will remove as much as 3 gal. water from 10,000 cu. ft. space every 24 hrs.; a new 1325-watt heating element used with dehumidifier blower to drive heat into room providing a supplemental space heater in mild climate; moisture-laden air is drawn into unit by a fan passed over cold; refrigerator coils; moisture in air condenses in coils and drains off into a container at rear of unit; warm dry air is blown back into room; specially designed flat container can be lifted from the back of dehumidifier without spilling; drip trap prevents water from dripping onto floor; no special wiring, plumbing or permanent installation required; plugs into 115 volt a.c.; equipped with casters for easy portability.



Any way you look at it...
HERE'S YOUR OPPORTUNITY FOR
BIGGER HOME COOLING FAN SALES!

ILG NEW STYLING

Look at the smooth, handsome design... completely restyled to compliment the decor of any home. Finished in striking "Eye-rest Green" and chrome with 3-speed control.

ILG NEW QUIET OPERATION

Flip the switch... and listen! From the sound it makes you hardly know it's on. No annoying whine, screech or roar... just smooth, even, extremely quiet operation.

ILG NEW POWER

ILG Fans have *full rated* air moving capacity... certified under standard industry testing codes. ILG's special, high-efficiency blade design moves more air, silently.

ILG NEW LOW PRICE

These new ILG units are designed and built to deliver the finest ventilating performance... all at the lowest possible cost. They're *priced* to sell!



New ILGROLLAIRE, RA-204

Utmost in portability... two rubber casters make it convenient to move from room to room. Height can be adjusted from 42" to 60". Has full 360° pivot. Three speed control, 6 ft. cord.

New ILGWINDOWAIRE, WA-204

For use as an exhaust fan or as intake fan... change from one to the other in just 8 seconds! Ideal as a floor circulating fan. Includes adjustable window panel that fits any window from 20" to 36" wide. Three speed control, 6 ft. cord.

New ILGDUALAIRE, DA-204

An all-around good fan with so many all-around uses. Can be used to blow air up or down... in vertical position as a floor circulating fan with 360° pivot... or as portable exhaust cooling fan. Three speed control, six foot cord.

ILG ELECTRIC VENTILATING CO.

2850 N. Pulaski Road, Chicago 41, Illinois

FEATURE **ILG** FANS

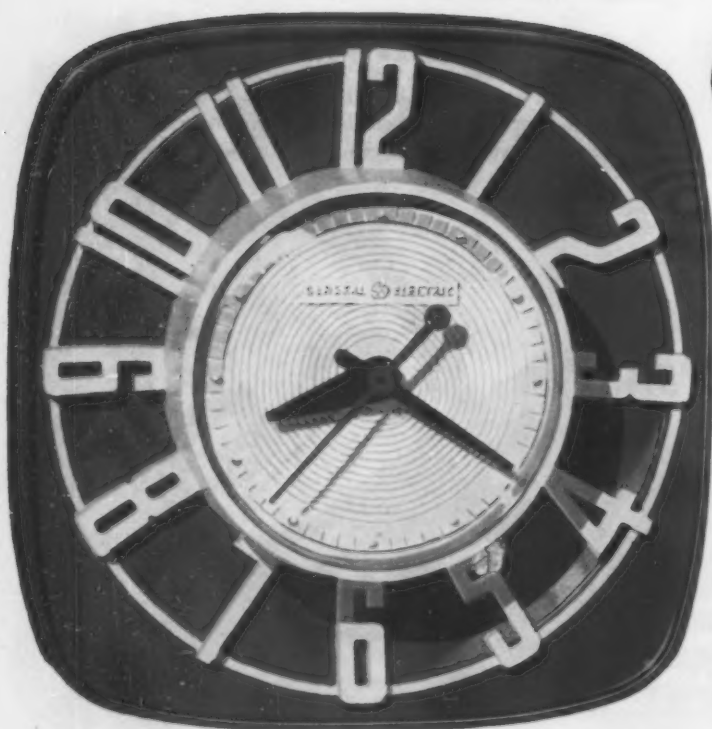
The name your customers
KNOW and TRUST



ANNOUNCING...



TWO NEW CLOCKS!



GE TOPPER
at a low
\$3.98*

At last a high-style G-E Electric Kitchen Clock at a budget price. Easy-to-read numerals. Charcoal gray hands. Comes in red, yellow, gray or blue. Crystal is shatterproof.

At back, a convenient clip to wind up excess cord and get it out of the way. Special merchandising kit. Retail price—only \$3.98.*



GE ARCHITECT
\$7.98*

New wood-case alarm in choice of three finishes: dark mahogany, light mahogany and birch.

This smart addition to G-E Clocks has brown hands and numerals, gold-colored, sweep-second hand and a luxury look that makes it saleable for executive office, living room, den, playroom or bedroom. Special in-pack display. Retail price—only \$7.98.*

GENERAL ELECTRIC

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.

NEW PRODUCTS



ROBOT Sewing Machine

US distributor:
Vigorelli Sales Co., Inc.,
324 W. 26th St.,
New York City

Device: Improved Vigorelli "Robot" sewing machine.

Selling Features: Combines straight and zig-zag stitch without addition or removal of wheels or discs; a multi-stitch Selecto-mat automatically changes to any of 10 different stitch designs without stopping or slowing up machine. 200 additional patterns available at small cost from dealers' "stitch banks".



TAYLOR Washer

Taylor Products Corp.,
Box 150,
Warren, Ohio.

Device: Taylor apartment type washer, TP-14.

Selling Features: Washes 5 to 6 lbs. clothes (dry); complete with hand-type fold-away wringer and drain pump; aerating principle wash action; automatic timer regulates length wash cycle; removable top converts into work space or table top; equipped with casters; white baked-on enamel.

Price. \$89.95.

ELECTROLUNCH

Electrolunch Co.,
Algonac, Mich.

Device: Plug-in lunch box.

Selling Features: Heating unit has factory adjusted thermostat; holds even temperature allows sufficient heat to warm food in container within 15 min.; 2 containers for food and a cooking glass beverage bottle; left side of box has insulated compartment for bread, desserts, etc. to be eaten cold and does not have to be emptied while heating foods in other compartment; snap locks; aluminum construction.

Here it is

The New 1954

Carrier Room Air Conditioner

built by the people who know
air conditioning best

*Put
yourself
in this
picture...*

selling the Carrier Room Air Conditioner with the new slim silhouette

The situation in this picture can mean money in your pocket. The prospect is a woman; the product, the room air conditioner that makes a special appeal to women.

The Carrier Room Air Conditioner with its new slim silhouette was designed to please all those women who objected to the appearance of previous air conditioners. The slender, graceful profile of the new Carrier scarcely extends beyond the window sill. And its simple styling and new lighter-hue colors combine to make it completely unobtrusive.

The market represented by the woman in the picture—the home market—will probably account for 3 out of every 4 dollars you make. The woman is the key to that market. And the new Carrier is the key to her heart.

See this great new Carrier soon. Examine its new directional air flow . . . work its new simplified controls . . . see the built-in thermostat on the three larger models. You'll agree that from every angle the new Carrier fits into your profit picture.

CARRIER CORPORATION, 318 S. Geddes St., Syracuse, New York

I like the picture.

What's the name of my nearest Carrier distributor?

Name _____

Street _____

City _____ State _____



FIRST NAME IN AIR CONDITIONING

*A great new economy feature
at no extra cost...on the 1954*

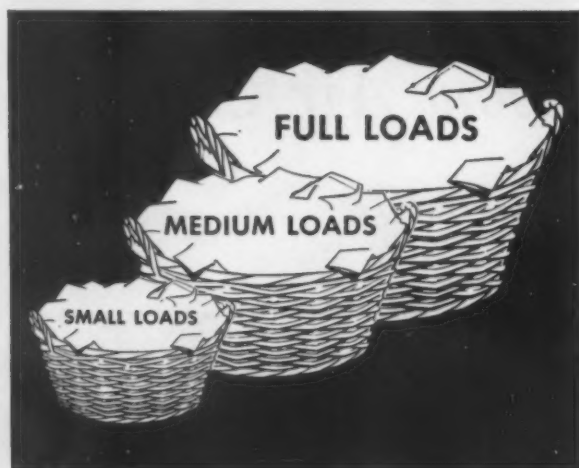
Maytag

AUTOMATIC WATER

The 1954 Maytag Automatic is your answer to customers who worry about the amount of water used. This superior washer uses less water for full loads of clothes than any other agitator-type on the market. And, with its new Automatic Water Level Control, it saves even more water for small and medium loads of clothes.

This outstanding new feature is another good reason why the Maytag franchise is the most valued franchise in the appliance industry.

For information on the complete line of Maytag washers, dryers, ironers, freezers, and ranges write The Maytag Company, Newton, Iowa.



*Extra accessories, available at small extra cost,
make this the **COMPLETE AUTOMATIC WASHER!***

CASTERS. Wheels to make it portable. Now you can demonstrate the Maytag Automatic in her home. And she can use the washer anywhere... no permanent installation is necessary... washer just rolls out for use, is put away when not in use.

SUDS SAVER. Maytag provides a superior suds return system to save water and suds for reuse. Easy to use, easy to demonstrate.

saves water

as much as 9 gallons for small loads of clothes

saves suds

when less water is needed, less detergent needed too

all automatic

for both wash and rinse, once indicator is set

adjusts

to small, medium, and full loads of clothes

so easy to use

*This indicator is located right on the washer lid.
Easy to see, easy to use.*

Automatic Washer

LEVEL CONTROL!



All these sales-making features too:

Exclusive Double-Spin Tubs—two spinning tubs, one inside the other, never let dirty water strain back through clothes.

Gyrafoam agitator action—remind your customers that Maytag invented the agitator principle of washing. It's the washing method most women prefer for cleanest clothes.

Flexible cycle—skip a step, repeat a step. Here is the automatic that will wash everything better.

Safety Lid—positive protection against curious young fingers. When lid is raised, washing stops; starts again when lid is lowered.

Superior construction—built to provide the maximum in long service with an absolute minimum of repairs. In the Maytag tradition of finest performance.

*"People
believe in
Maytag"*

More than 8 million Maytags have been sold . . . far more than any other make.



RAYTHEON TV Sets

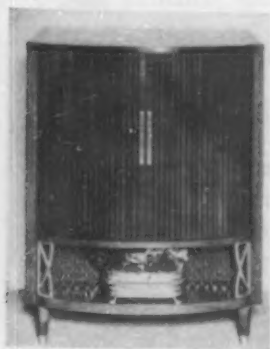
Raytheon Mfg. Co.,
Television and Radio Div.,
5921 W. Dickens Ave.
Chicago, 39, Ill.

Models: "The Shelby" No. M-2131 and "The Wilshire" No. C-2137.

Selling Features: "The Shelby" 21-in. table model in "Suburban" series; gold picture frame and trim; scuff-proof maroon leatherette cabinet; single knob tuning; built-in provision for UHF tuner; 18 tubes plus 3 rectifiers and CRT.

"The Wilshire", 21-in. open-face mahogany console; single knob tuner; provision for UHF tuner; 18 tubes, 3 rectifiers.

Prices: "Shelby," \$229.95; "Wilshire" mahogany, \$299.95; blond \$319.95



STROMBERG-CARLSON TV Sets

Stromberg-Carlson Co.,
Rochester, 3, N. Y.

Models: "Broadview" and "Empire" Panoramic Vision consoles.

Selling Features: Both models have 21-in. picture tube and feature Panoramic Vision using cylindrical-faced picture tube and closely fitting curved safety glass with flat beveled mask for wide-angle viewing; available with a turret-type tuner which is readily modified for UHF or a continuous type UHF-VHF tuner; "Broadview" models are phono jack equipped; refinements include stable sync circuits, afc; keyed age; noise cancellation circuit; retrace suppressor, and automatic electrostatic focusing; concert-type permanent magnet speaker, ample baffle area; balanced audio system; intercarrier sound permits tuning for maximum picture in low-signal fringe areas.

Broadview cabinet mounted on casters has rounded exterior edges, a recessed speaker grille; available in dark or bleached mahogany.

Empire features a tambour door design in mahogany or limed oak.

NEW PRODUCTS . . . TV and Radio

Prices: Broadview, mahogany veneers, \$349.95; bleached mahogany, \$395.95. Empire, \$485 and mahogany; \$495 for limed oak.



EMERSON TV Sets

Emerson Radio & Phono Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

Models: Emerson 21-in. table TV set, No. 1016.

Selling Features: Contains Emerson "Fringe Magnet" providing permanent pre-setting for peak performance in extreme fringe areas as well as local areas; modern wood cabinet, mahogany finish.

Price: \$229.95.



PHILCO TV Sets

Philco Corp.,
C & Tioga Sts.,
Philadelphia, Pa.

Models: Philco 1954 TV line includes 21-in. table and consoles.

Selling Features: Table models 4001-E, M, L and 4003 feature TV-180 Super Colorado chassis, automatic signal leveler; available with all-channel UGF tuner and matching base. No. 4001-E has ebony textured cabinet; M has mahogany textured cabinet and L has blond textured cabinet. No. 4003 has mahogany cabinet and is equipped with UHF-VHF built-in aerial.

Nos. 4005, 4007 series have TV-190 Golden Grid chassis, automatic signal leveler, prismatic VHF station selector; UHF-VHF built-in aerial and is available with a prismatic all-channel UHF tuner. Cabinets come in mahogany, blond oak or blond mahogany.

No. 4009 has a HF-200 high fidelity chassis; deep dimension picture; automatic signal leveler and picture control; prismatic VHF station selector; UHF-VHF built-in aerial and is also available with prismatic all-channel UHF tuner.

No. 4009A has the same features with an aluminized picture tube. Both models, mahogany.

Console models 4103 and 4105 chassis features similar to table models 4001 in mahogany or blond cabinet. Aluminized picture tube is available on either model.

No. 4107 and 4112 open faced consoles have same chassis features as Nos. 4005 and 4007, blond, or mahogany cabinets.

No. 4110 open faced consoles have same chassis features as No. 4009 in blond or mahogany.

Prices: From \$179.85 for 4001-E to \$429.95 for 4110-LA.



CBS-COLUMBIA TV Sets

CBS-Columbia TV and Radio,
3400 47th Ave.,
Long Island City, 1, N. Y.

Models: Spotlight, Sutton, Anniversary and 3 table models in the Studio series: Embassy, Capri and Suburban.

Selling Features: Spotlight No. 22C38, 21in. console has Power-Tron chassis; photo electron gun for full fidelity sight; high gain tuner with built-in all-channel Ultra Band UHF tuning optional; automatic picture level control; built-in UHF-VHF antenna in mahogany veneers cabinet.

Sutton No. 22M06 21-in. table model has Power-Tron chassis and all the other features; built-in all channel UHF tuner optional; stain-resistant ebony with gold trim.

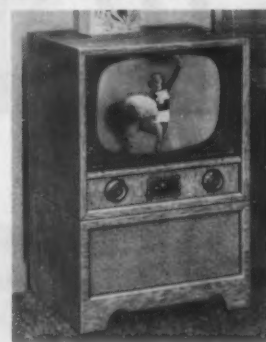
Anniversary 17M06, 17-in. table model has stain-resistant ebony finish metal cabinet with gold trim and features Full Fidelity sight feature and the Power-Tron chassis; built-in all channel UHF tuning optional.

Studio series table models include Embassy, 22T29B, a 21-in. blond mahogany model in Master-line series with Power-Tron Master-line chassis; Full Fidelity TV; Columbia 350 hi-fi sound; all-channel UHF tuning optional; phono receptacle and switch and built-in UHF-VHF antenna.

Capri and Suburban, 17-in. models include Power-Tron chassis, high gain tuner with all-channel UHF tuner optional; built-in UHF-VHF antenna and Full Fidelity. Capri has cherry color grained hide cabinet; Suburban, blond grained hide.

Prices: Spotlight, \$199.95; Sutton,

\$179.95; Anniversary, \$159.95; Embassy, \$269.96; Capri, \$179.95 and Suburban, \$189.95



HOFFMAN TV Sets

Hoffman Radio Corp.,
3716 S. Hill St.,
Los Angeles, 7, Calif.

Models: 10 models in Hoffman 1954 TV line includes 17, 21, and 21 in. models.

Selling Features: A 17-in. wood cabinet table model features a new chassis design called Gamma-3 chassis which delivers low filament voltage; uses a cascode tuner, has maximum performance selector for fringe operation and full power to picture tube.

21-in. table model in wood cabinet; a 21-in. console also feature Gamma-3 chassis. Another innovation in line is a new Mark V-B chassis design, a modification of chassis previously introduced for 1954, which will be used in a new deluxe 21-in. table model.

Features in Mark V-B include a jack for head set use, to permit cutting out speaker or reducing speaker level while using one or multiple heads; headset is an accessory for junior TV fans and for deaf people.

Prices: From \$179.95 for 17 in. table model to \$775 for a mahogany 2-in. combo.



SYLVANIA TV Sets

Sylvania Electric Products Inc.,
Radio & Television Div.,
254 Rano St., Buffalo, N. Y.

Models: 5 new TV receivers in 1954 line.

Selling Features: All sets feature wood cabinets; most available in mahogany and blond. Westwood, (illustrated) a 21-in. table model; Stewart, a 17-in. open console; Fremont, a 21-in. table model; Kingsley, a 21-in. table model with Sylvania's "HaloLite"; Sherwood, a 21-in. open console with HaloLite.

All models available equipped with all-channel VHF-UHF tuning for \$20 to \$40 higher than standard VHF list price.

Prices: Westwood, \$199.95; Stewart, \$229.95; Fremont, \$239.95; Kingsley, \$299.95 and Sherwood, \$329.95.

15 year old makes cherry pie...

Fifteen-year-old Georgia Lou Cramer, who lives on a farm near Idaville, Indiana, is a 4-H Award-winning cherry pie maker... And believe it or not, not a single ingredient she uses in piemaking—food coloring, sugar, butter, canned cherries, flour, shortening and salt—is grown on her family's farm!

Like other businessmen, prosperous farmers are concerned with cash crops, marketing, plant maintenance—usually lack time and manpower for gardens, or raising family food... depend on the corner store or supermarket, just as you do!

Farm families are almost one-fourth larger than urban. Outdoor physical work increases food consumption. They buy more, eat more, than city people. And they make **SUCCESSFUL FARMING** a major medium for electrical appliances and other consumer items!

SUCCESSFUL FARMING with 1,250,000 circulation reaches the nation's best farmers... concentrates eight of ten copies of its farm circulation among top-bracket families who get 88% of the US farm dollar. SF farmers have an average cash income around \$10,000 a year, 64% above the national farm average... represent a bloc of high buying power equal to another national suburbia.

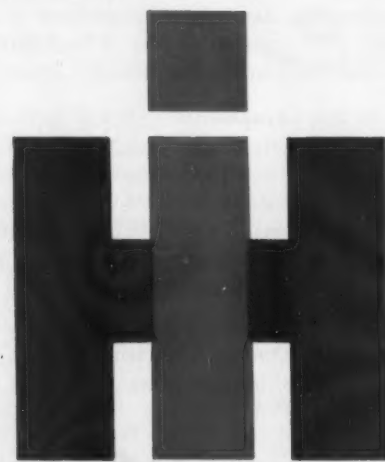
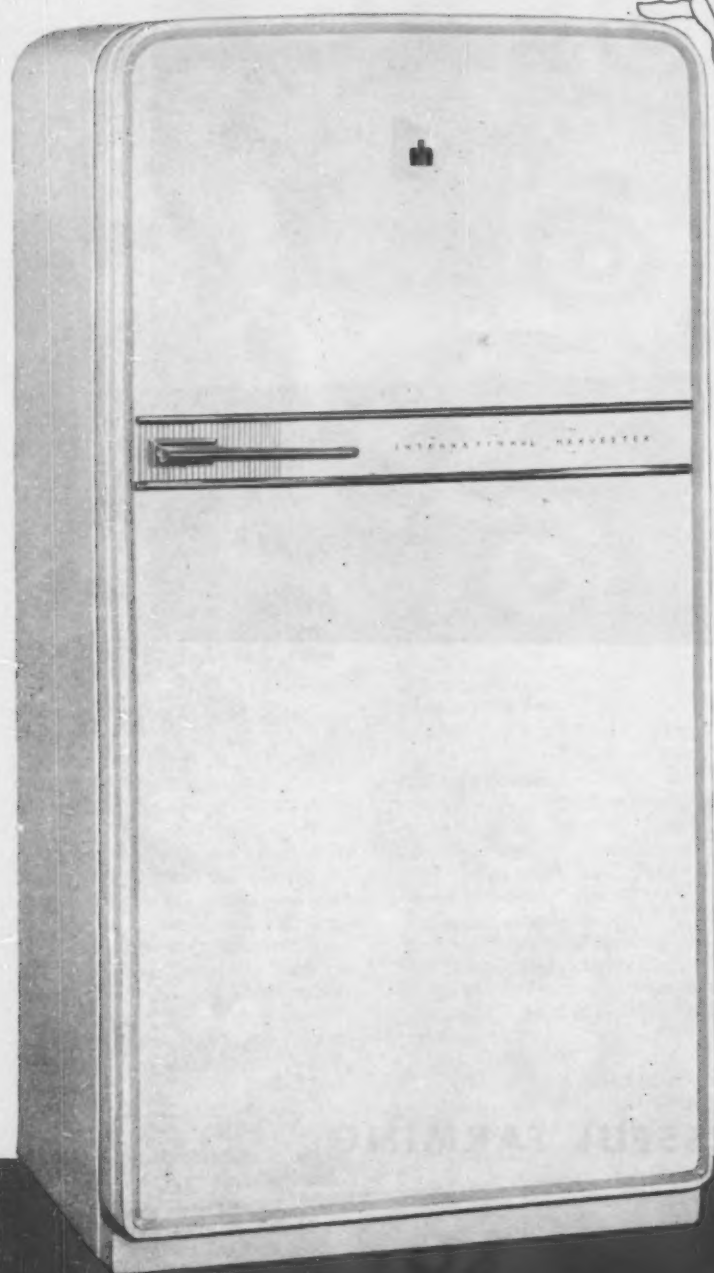
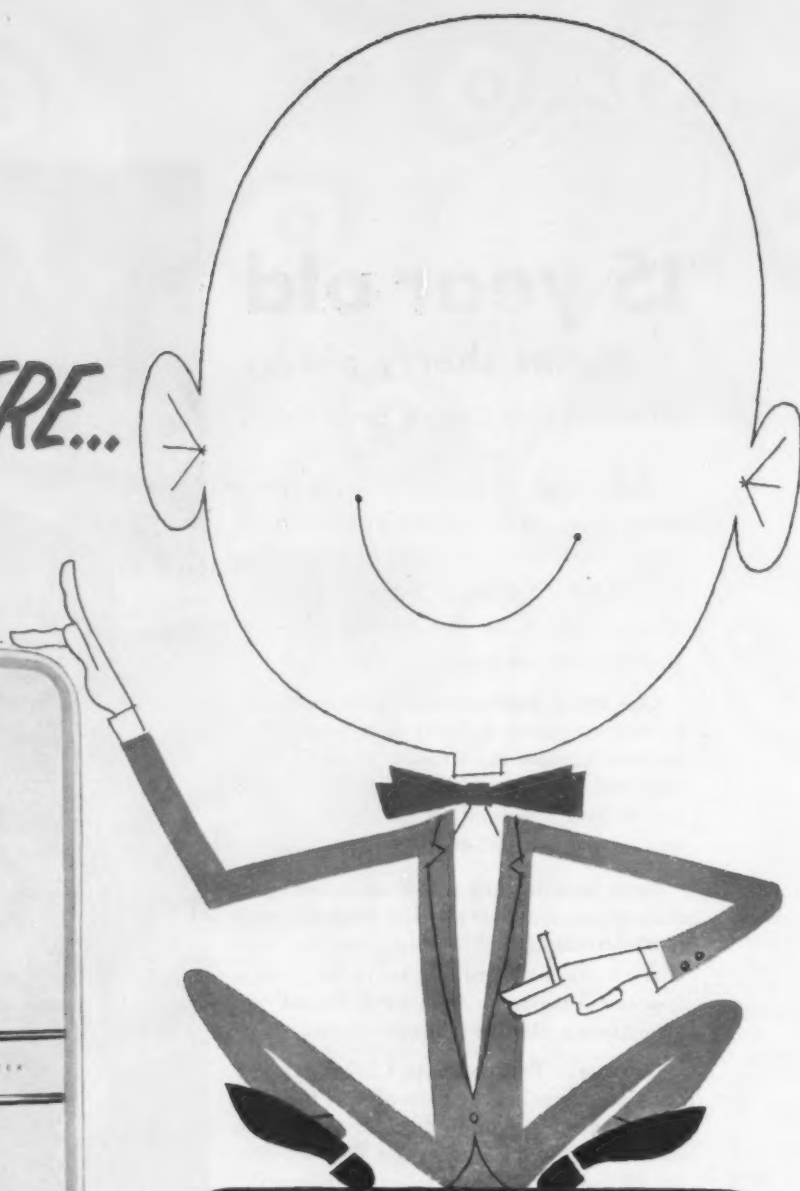
In this exceptional electrical appliance market, general media lack the impact of SF. Every national advertiser needs **SUCCESSFUL FARMING** for its penetration, high readership, home influence... and to balance national schedules, get maximum potential. For all the facts, call the nearest SF office.

MEREDITH PUBLISHING COMPANY, Des Moines...
New York, Chicago, Cleveland, Detroit, Atlanta,
Los Angeles, San Francisco.



SUCCESSFUL FARMING

Paste your picture *HERE...*



**INTERNATIONAL
HARVESTER**

AND YOU'LL HAVE...

- Inside and outside, the most completely new line of refrigerators, freezers, and air conditioners in America.
- Free floor plan.
- Facilities for wholesale and retail financing through the International Harvester Credit Corporation to supplement your local sources.
- Special pre-season terms on IH Air Conditioners.
- Guaranteed price protection.

ALL THIS PLUS:

Strong, consistent national advertising • Sales-tested local promotions • Complete co-op advertising campaigns • Outstanding sales-training program • Merchandising know-how of one of the world's greatest companies.

If you're not already doing so, shouldn't *you* be selling this refrigeration line with one of the best-known brand names in America? Remember, International Harvester is putting over 120 years of manufacturing skill and experience into these outstanding products.

INTERNATIONAL HARVESTER COMPANY

180 No. Michigan Avenue, Chicago 1, Illinois

The New...

Hi-Lo UHF-VHF

Spiral Indoor Antenna

Channels 2-83

MODEL 202
U.S. Pat. No. 2,495,579
Canadian Pats. 1951

Peak performance for Indoor UHF and VHF TV reception...

Takes only seconds to install... receives clear pictures immediately, tuned to high or low TV channels. No switches or rods to adjust. 20 inches high, 32 inches wide. Gleaming gold tone appearance with smart bakelite base and aluminum bars. Modern design blends with any furniture.

Sold through Recognized Jobbers Only

\$995 LIST

Mfd. by Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois

NEW PRODUCTS... TV and Radio



MOTOROLA TV Sets

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: Motorola introduces 3 new 21-in. TV models, 2 table and 1 console.

Selling Features: No. 21T14E ebony plastic table model, suitable for use with a wrought iron stand or long, low table. Another table model, available with legs is encased in a metal cabinet finished in maroon or blond.

No. 21K18 is a console with mahogany finish; features the "glare down, sound up" styling which tips the screen downward slightly, eliminating glare.

Prices: 21T14 E, \$189.95; second table model, \$199.95 in maroon and \$209.95 in blond. Console No. 21K18, \$269.95 in mahogany; \$289.95 in blond.



TRAV-LER TV Sets

Trav-Ler Radio Corp.,
571 W. Jackson Blvd.,
Chicago, Ill.

Models: 17 and 21-in. table models, and three 21-in. consoles plus a deluxe 24-in. console.

Selling Features: 17-in. table model available in mahogany or blond; 21-in. table model in mahogany wood cabinet or blond.

21-in. deluxe open faced and full-length door consoles has optic glass and aluminized tube in mahogany or blond cabinet. Also Deluxe 24-in. console has optic glass and aluminized tube, in mahogany or blond.

Prices: From \$149.95 for 17-in. table model to \$299.95 for 24-in. console in blond



MAGNAVOX TV Set

The Magnavox Co.,
Ft. Wayne, Ind.

Model: Metropolitan 21-in. table TV set.

Selling Features: Cabinet is available in 3 Magnatex scuff-proof textures—brown, cordovan red and blond; super-powered custom chassis employs crystal pictured detector and 20 tubes including 2 rectifiers and 21-in. picture tube; comfortable viewing screen provided by perfected interlace feature; 41 megacycle IF amplifier, Magnavox cascade tuner, interference rejector; instantaneous age; linear focus; vertical picture stabilizer and Magnavox automatic frequency control; safety glass shield in front of picture tube; 8-in. extended range speaker; improved FM sound system with high performance ratio detector and high gain IF amplifier.



EMERSON Radios

Emerson Radio & Phono Corp.,
111 8th Ave.,
New York, 11, N. Y.

Models: No. 801 personal portable; No. 805, multi-purpose table radio and No. 754 3-way portable radio.

Selling Features: No. 801 measures 2 in. deep, 5½ in. high; weighs 3½ lbs. with batteries; new battery complement provides greater playing time; ebony plastic cabinet; or in assorted colors.

No. 805 table model features a personal listening attachment and an under-pillow listening attachment which can be attached, volume turned on and no one around will know radio is playing; suitable for hospitalized listeners, hard of hearing etc.

No. 754, a 3-way portable in compact wood cabinet with leatherette finish; 3-gang condenser; available in variety of colors.

Prices: No. 801, and 805, \$19.95; No. 754, \$49.95; optional listening attachment \$10 extra.

"When it comes to features that sell...

SYLVANIA TV

Has What it Takes!"



"Naturally, I really appreciate reliable merchandise with easy-to-demonstrate, easy-to-sell features. What dealer wouldn't? Sylvania TV with HALOLIGHT has won its place as a leading make in my sales area for the soundest reasons: Top TV pictures, smart styling, trouble-free service. However, the feature of features is marvelous HALOLIGHT, the frame of soft cool light around the picture. It's obviously easier on the eyes. No wonder HALOLIGHT is America's fastest selling TV feature."

Gustav Weiner
GUSTAV WEINER, Owner and Manager
North Shore Appliance & Television Corp.
36-52 Main Street, Flushing, N. Y.

5 Reasons Why Dealers Prefer SYLVANIA TV

- 1** The Sylvania Selective Dealer policy is designed to afford franchised dealers an adequate and profitable trading area.
- 2** Sylvania TV is easier to sell. It caters to customer's eyes with better pictures, amazing HALOLIGHT and handsome cabinetry.
- 3** Sylvania TV is noted in the trade as a set requiring less service... a set that builds confidence in a dealer and the products he sells.
- 4** Sylvania Television discounts are the fairest in the business. Satisfied dealers are their first concern.
- 5** Sylvania backs dealers up with powerful advertising at all levels. Their eye-appealing point-of-purchase material and literature is the kind dealers prefer.



The FAIRMONT 21" Table Model with HALOLIGHT. In Mahogany Veneer or Blonde.

Only
SYLVANIA TV
has
HALOLIGHT

The Frame of Light for
Greater Viewing Comfort

*America's
Hottest Selling
Television Feature!*

Introducing
SYLVANIA'S Value Sensation
of the year...

The WESTWOOD



21 inch TV with
Mahogany Veneer Cabinet

Here's famous Sylvania value at a price designed for volume sales. Outstanding picture quality will make the Westwood an ideal demonstration set. Slightly higher in Blonde Korina.

\$199⁹⁵
Suggested Retail Price
Slightly Higher
West and South

**CONTACT YOUR NEAREST
SYLVANIA TV AND RADIO
DISTRIBUTOR TODAY!**

HALOLIGHT is a Sylvania Trademark

SYLVANIA TELEVISION

Sylvania Electric Products Inc., 254 Rano Street, Buffalo 7, New York • RADIO • TELEVISION • LIGHTING • ELECTRONICS

GREAT NEW SUPER *Jet 99*

56% more power..



**New
Low Price**

\$89.95
MODEL 6715

with new Serva-tools
for complete home
cleaning



MORE FOR YOUR MONEY IN '54!

Here's the cleaner opportunity of the year! A great, new, improved *Super Jet 99* that offers *more power, more features, more everything* for the new low price of \$89.95! See your Universal distributor about the new power-packed, 8-way promotion. For distributor's name, write Landers, Frary & Clark.

FULL HORSEPOWER!

Super Jet's motor—most powerful used in any cleaner, creates 56% more power than average of 4 other popular cleaners. *Super Jet's* 56% more power convinces more customers. New, all-metal Thread-Picking Nozzle closes more sales.

SPECIAL INTRODUCTORY OFFER!



Purchase sales—offer this *Super Jet 99* Carrier plus one year's supply of disposable bags. \$12.25 value for only \$4.95 mail.

NEW AUTOMATIC RUG-CLEANING DISPLAY



Click a switch—watch it work! Demonstrates *Super Jet 99* rug cleaning right before customers' eyes. *Exclusive!*

THE ONLY CLEANER

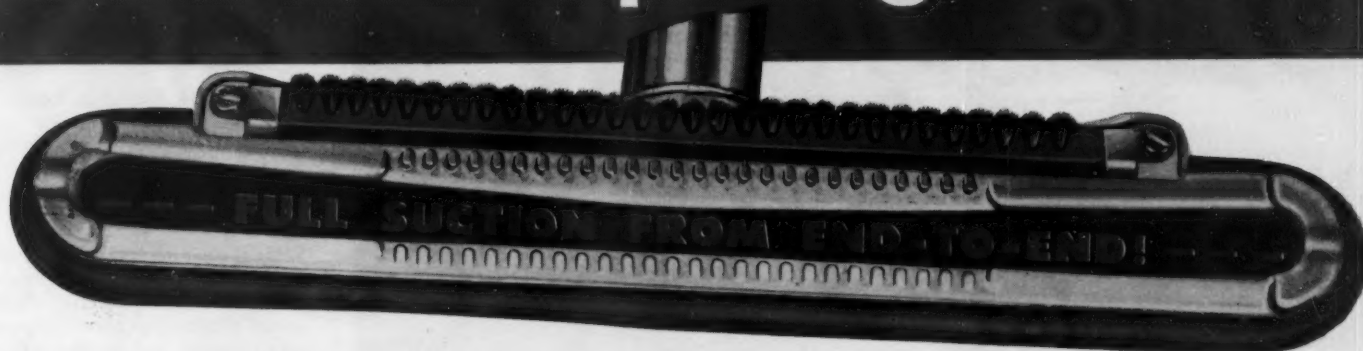


WHISPER-QUIET ACTION! No whining roar. Suspended motor and scientific muffling of the air stream make new *Super Jet 99* today's quietest cleaner.

BACKED BY POWERFUL NATIONAL AND KEY MARKET ADVERTISING! *America's most complete line of home cleaning equipment!*

AT A NEW LOW PRICE!

...new thread-picking nozzle



FIVE EXCLUSIVE FEATURES!

- 1. EQUALIZED SUCTION**—Scientifically-tapered opening applies *full* cleaning power tip-to-tip on both forward and backward strokes. Nozzle gets deep-down dirt without going over same spot again and again! Saves cleaning time and effort. Exclusive with new *Super Jet 99*!
- 2. PILE-COMBING "FINGERS"**—Nozzle's unique design and pile-combing action gets pesky litter first time over. Small, smooth, metal "fingers" root out embedded dirt, hairs, threads, lint—pass them into *Super Jet's* powerful suction stream. This exclusive rug-combing action saves housewives countless forward and backward strokes!
- 3. EXCLUSIVE "FLOATING" BRUSH**—Nozzle automatically adjusts to proper height for *thorough*, top-to-bottom cleaning of any rug—high pile, low pile or sculptured weave. Brush grooms rug nap, brings out "lost" colors.
- 4. NO SEAL, NO DRAG**—Special end construction prevents nozzle from ever gripping rugs. In addition, nozzle brush never drags along rug on forward stroke, never seals suction-opening on back stroke. *Exclusive!*
- 5. SELF-CLEANING**—Specially designed to rid itself of hair, lint, threads. Applies *full* end-to-end suction *always!*



NEW SNAP-LOCK WANDS! Snap securely into place. Will not pull apart or leak dust at joints. All-metal. Will not bend or dent. Lightweight for easier cleaning. *Exclusive!*

EMPTIES IN 2 SECONDS! Just press the button. No clips or clamps to unfasten. No heavy motor to lift. No dust bag to empty. No cans or filters to wrestle with. *Exclusive!*

CARRIES LIKE A PORTABLE RADIO! *Exclusive Carry-Easy Design.* Pivots 360°. Cleans 26' x 26' room without moving. Compact, lightweight. Stores in closet or on shelf.





In the kitchen...
G-E Textolite*
 PLASTICS SURFACING
 is the
Ladies' Choice!

There are so *many* places in the kitchen where your customers can use G-E Textolite tops. They're familiar with its beauty and durability on sink tops, base cabinets, shelves and counter tops. And G-E Textolite makes an ideal merchandising tie-in with your kitchen and appliance sales. Remember—

Women know G-E Textolite Tops—they're nationally advertised with full-page, full-color ads—in *Better Homes and Gardens*, *House Beautiful*, *Sunset* and other leading consumer publications.

Women prefer Textolite Tops—they give years of wear with minutes of care and have a fine finish that resists heat, stain and scratches.

Women buy Textolite Tops—proved time and again by the ladies' insistence upon kitchen work surfaces topped by genuine G-E Textolite surfacing. So, help increase your sales! Specify G-E Textolite Tops.

New G-E pressure contact adhesive simplifies kitchen installations with G-E TEXTOLITE plastics surfacing.

Help cut your service department's installation costs on G-E Textolite tops by using the new G-E pressure contact adhesive. It makes an instant bond—eliminates clamping or weighting... lowers labor costs to the minimum. Just coat the back of G-E Textolite sheet with adhesive... place in position on adhesive-coated backing material... roll or press by hand and *presto*—G-E Textolite surfacing is installed permanently!

*Reg. U. S. Pat. Office

GET FULL DETAILS

General Electric Company
 Section 433-1B, Chemical Division
 Pittsfield, Massachusetts

Send me new full-color booklet showing complete line of G-E Textolite patterns, colors and sources of supply.

Name _____
 Firm _____
 Street _____
 City _____ Zone _____ State _____

NEW PRODUCTS



ZENITH Portable Radio

Zenith Radio Corp.,
 6001 W. Dickens Ave.,
 Chicago, 39, Ill.

Model: Trans-Oceanic portable radio.

Selling Features: Tunes in programs from 72 countries on international short wave; receives ship-to-shore, ship-to-ship phone conversations; marine and weather reports and "ham" broadcasts; "Wavemagnet" iron core loop antenna; makes it possible to operate on trains, planes ships or in steel buildings; a.c., d.c. or long life battery operated; a voltage regulator keeps set functioning despite lags in house current; pop-up telescoping rod antenna for shortwave; spring-button dialite; reel-sway take-up on power chord; flip charts housed inside top cover include world-wide time map, wind and weather broadcast schedules for river, lake and ocean navigators; major shortwave station listings, etc.; tropically treated against humidity; black stag, scuff-resistant finished cabinet; also available in top-train cowhide.



TRAV-LER Radios

Trav-Ler Radio Corp.,
 571 W. Jackson Blvd.,
 Chicago, Ill.

Models: 8 table; 3 clock radios, 2 portables and 4 radio-phonos.

Selling Features: No. 5356 features 4-tubes with plastic case in walnut, ivory, green or red; No. 5060 5-tube model available in walnut, ivory, mahogany; also available with top tuner. No. 5090 in mahogany wood cabinet with tuning controls on side. No. 5091 with front controls. Latter 2 also in blond.

Clock-radios No. 5180 have 4-tube Mahogany wood cabinet with Telechron timer with picture frame front in mahogany or blond. No. 5182, 5-tube models have mahogany or blond cabinets. No. 5170 5-tube Deluxe has Telechron timer, matching bezels.

(Continued on page 204)

You can put your confidence in—
GENERAL  ELECTRIC

Mr. Retailer

CALCINATOR

AUTOMATIC HOME DISPOSAL UNITS

CAN STEP-UP SALES—INCREASE PROFIT



**CALCINATOR GIVES
INDOOR DISPOSAL OF
ALL GARBAGE AND
BURNABLE TRASH**



Approved by Good Housekeeping, Underwriters' Laboratory,
American Gas Association and Canadian Standards Association

HERE'S HOW—

Now is the time to cash in on the tremendous home incinerator sales potential! Now is the time to sell CALCINATOR! Right now is the time to profit with this wonderful automatic home disposal unit that has more exclusive, sales-producing features than any other similar unit on the market—regardless of price!

EXCELLENT PROFIT

Calcinator's top mark-up and profit-packed franchise means a money-making deal for you.

NO TRADE-IN PROBLEM

With so few homes equipped with disposal units, your trade-in problem is nil!

NO MARKET SATURATION

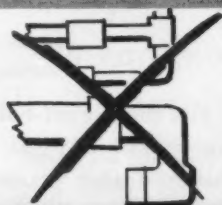
Actually far less than 1% of today's homes now have garbage disposal units.

NO SERVICE WORRIES

There are no moving parts—nothing to get out of order. There's added protection with Calcinator's 5-year warranty.



...and here's how CALCINATOR features help you to SELL



LOW INSTALLATION COST
—No expensive plumbing or sewage connections.



LOW OPERATING COST—A few pennies a week is all it costs for 24-hour operation.



FULL AUTOMATIC CONTROL—Just wrap, drop, forget garbage and trash.



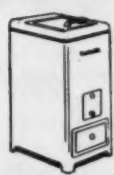
EASY-OUT PUMPING SEATE—permits removal of unburnable materials.



5-YEAR WARRANTY—for parts and labor on burner assembly and electric.



COOL OPERATION—with velocity air circulation and flame insulation.



A MODEL FOR EVERY NEED—There's a Calcinator for electric and LP gas.



INSTALLS ANYWHERE—kitchen, utility room, basement or garage.

MAIL COUPON FOR FREE LITERATURE

CALCINATOR CORPORATION

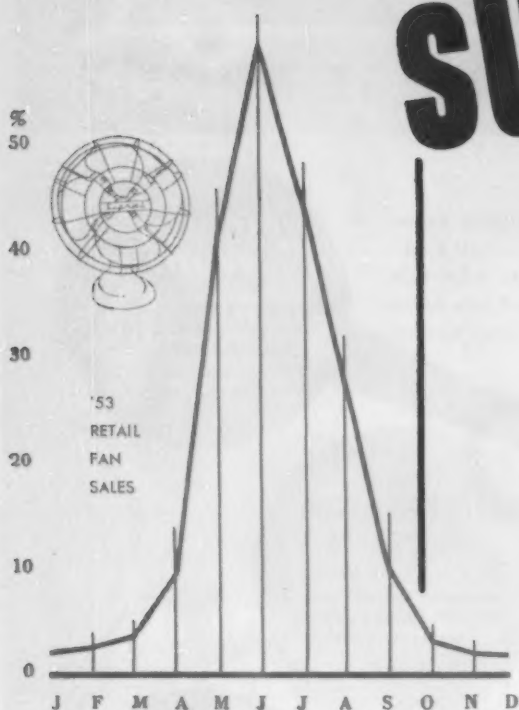
28th & Water Streets • Bay City, Michigan

Please send me complete details about how I can step-up sales and increase my profits with CALCINATOR.

NAME _____

STREET _____

CITY & ZONE _____ STATE _____



*Source: RETAILING DAILY

sure cure for "summer complaint"

When the heat's on...
and your **Signal** fans are on display



you'll raise sagging summer sales volume
you'll pack more profit in your "take-home" pocket

Up goes the temperature and down goes the sale of most electrical housewares! But up go *profitable* summer sales when you promote fans . . . when the fans you sell are Signal. Fans: the money-leader! Signal fans: the profit-leader . . . and you keep *all* the profits. Signal fans are guaranteed—once sold they stay sold. Their trouble-free repu-

tation, respected for 63 years. It's the Signal-built "Stout Heart" motor that makes possible Signal's 5-Year Guarantee that *guarantees* dealer profits. When you want fan action . . . when you go after summer profits—you want Signal, the fan satisfied users want more of. For summer slumps there is no surer cure!

...As advertised in—**LIFE POST**



ELECTRIC MANUFACTURING COMPANY,



Subsidiary of KING-SEELEY CORPORATION

Signal FAN Breezeway



**7 sales aids
to help you
sell more fans!**

- ★ Hand-out literature, envelope stuffers
- ★ Window fan floor displays
- ★ Easel-backed display cards
- ★ Store streamers
- ★ Fact tags, Fan dangles
- ★ Ad mat service
- ★ Color ads in LIFE and the POST

Signal fan models...and display aids...to help you
sell all comers on the complete "one-source" fan line

1. "Signal FAN Breezeway" store and window banner
2. TF-122 walnut and TF-123 blonde floor fans
3. CF-20A and CF-24A air circulators, with full safety guards
4. M-200 mobile fan with 20" blades, 105 degree adjustable air stream
5. Coolspot oscillators, top quality at modest prices
6. P-1251A oscillator pedestal fan
7. Signal oscillators, world's quality desk fans
8. Jet Stream high velocity fans
9. Easel-backed display card of LIFE—POST ads,
10. W-201 one-way exhaust window fan
11. Electrically reversible window fans
12. Deluxe electrically reversible window fans
13. Fan-dangler hang-tag advertising merchandiser
14. Signal fan fact tag, carries Signal Guarantee
15. Wooden floor display stand with placards and space for fans.

**Here's your cool • control answer
to summer sales slumps**

Signal is the complete, "one-source" fan line, with a model to suit every cooling need... with the "Stout Heart" motor and the 5 Year Guarantee to help close more sales. When other housewares are content to sit on the shelf, nothing sells like Signal fans in the summer. For more sales and more profits, sell the pre-sold fan that's Guaranteed to stay sold—Sell Signal.

Menominee, Michigan



**SIGNAL Fans are pre-sold and
Guaranteed to stay sold!**



**FREE Signal
fan Catalog
sent on
request**

ASK YOUR
DISTRIBUTOR
ABOUT

Dominion's

4 Sensational Specials!

SPECIALS
2 and 3

Automatic
**STEAM and
DRY IRON**

\$16⁹⁵

LOWEST
PRICE—
HIGHEST
QUALITY



ORDER 11
Get 1 FREE!

—or order 5
Get 1 for only \$5⁵⁰

- Uses Ordinary Tap Water, Finger-tip Temperature Control, Wide Heat Range, Weighs Only 3 1/4 Lbs., Use As Dry Iron, Too
- As Advertised In March HOUSE BEAUTIFUL
- Counter Card • Ad Reprints • Tie-In Ad Mats
- Catalog Sheet

Limited offer ends April 30, 1954

SPECIAL 1

**\$4
Trade
In**



Brews
4 to 10
Cups

MODEL 1604

Regularly **\$23.95**

Any Old Pot **4.00**

NOW ONLY \$19⁹⁵

- All Chrome
- Fully Automatic
- Makes Instant Coffee, Too

- TIE-IN AD MATS • POINT-OF-SALE DISPLAY
- CATALOG SHEETS • ADVERTISED IN APRIL GOOD HOUSEKEEPING

Limited offer ends April 30, 1954

SPECIAL 4

The New Dominion
Deep Fryer and Cooker

MODEL 2103

NEW LOW PRICE

\$19⁵⁰

Slightly Higher Denver & West

- Waterproof Detachable Cord, Distinctive Trim, Automatic Control, Easy-To-Clean Round Well, E-Z Cook Guide

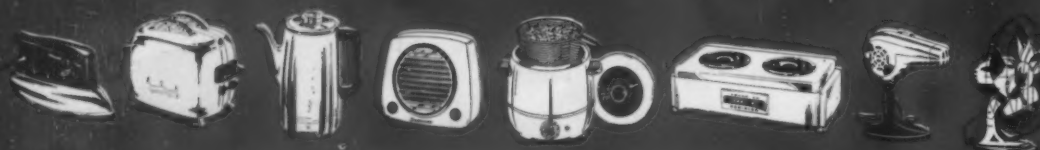
- Tie-In Ad Mats • Point-Of-Sale Display • Catalog Sheet



CHROME
PLATED

Dominion
TRADE MARK

DOMINION ELECTRIC CORPORATION • MANFIELD, OHIO



INSIST ON THE BEST—BUY DOMINION

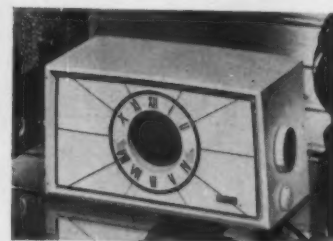
NEW PRODUCTS

Fowler Radios Con't from pg 200

Portables 5300 4-tube model, plastic case, deluxe battery portable. No. 5305, 5-tube plastic deluxe a.c.-d.c. and battery portable.

Radio-phonos have 3-speed manual phonos or automatic phonos with tone control. No. 5310M 5-tube radio with automatic 3-speed phono in mahogany veneer wood.

Prices: Table models \$12.95 to \$26.95; clock-radios, \$19.95 to \$31.95, portables \$19.95 and \$29.95; Radio-phonos \$19.95 to \$79.95.



WEBCOR Clock-Radio

Webster-Chicago Corp.,
5610 Bloomingdale Ave.,
Chicago, 39, Ill.

Device: Webcor "Quintet" 5-purpose clock-radio.

Selling Features: Features a plug for attaching a tape recorder, record changer or appliances; 5-tube radio has 6-in. speaker acoustically matched; long Ferramic Q iron core solenoid built-in antenna.

Large dial on Telechron clock has easily set timing controls that automatically turn-on radio or other connected appliances at predetermined time up to 12 hrs. later; alarm control sets off buzzer a few minutes after radio starts to play; slumber control; appliance outlet handles up to 1100-watt, plastic case in 4 colors: grey, brown, green or white.

Price: \$44.95



STEELMAN Phono

Steelman Phono & Radio Co.,
Mt. Vernon, N. Y.

Model: No. 3A5 "Sceptre" phono.

Selling Features: 3-speed, automatic changer, portable phono; two 5 1/2-in. PM speakers provide directional sound full-range tone and volume controls outside base; VM changer plays all sizes and speeds of records; 2-tone tan fabric carrying case.

Price \$84.95

NEW CHEVROLET TRUCKS

do more work per day . . . more work per dollar
on every type of hauling or delivery job!



Time and money are the two most important factors in any trucking job—and the new Chevrolet trucks for '54 are built to save more of *both*!

THEY SAVE YOU TIME ALL THE TIME

Whether you deliver door-to-door or haul state-to-state, new Chevrolet trucks will speed up your schedules. They bring you new hour-saving engine power—greatly increased acceleration and hill-climbing ability. You save time with greater safety . . . and *without* increasing your maximum road speeds. In traffic or on delivery routes, new truck Hydra-Matic transmission* saves time, and saves driving effort as well. It's the last word in no-shift truck driving.

THEY SAVE YOU MONEY IN EVERY WAY

Along with increased power, these great new trucks bring you increased operating economy. You enjoy hefty gasoline savings in every model, thanks to new high-compression performance. In addition, you save on upkeep and maintenance. That's because you get extra strength and stamina in drive line and chassis. There are heavier axle shafts in 2-ton models, newly designed clutches and stronger frames in all models.

See your Chevrolet dealer for all the facts about the "savingest" Chevrolet Advance-Design trucks ever built! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

MOST TRUSTWORTHY TRUCKS ON ANY JOB!



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

BRAKE—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models; truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING**

GIGANTIC NATION



sells the sparkling new 1954

Announcing the exciting new
EUREKA Roto-Matic
New beauty! 20% more power!

1954

ALL the modern features in ONE cleaner!

MODERN FEATURE 1 Super-Powered!

20% more suction power in the sensational new 1954 Eureka! Full 4 1/2 HP motor means better cleaning, easier cleaning—lifts out deeply embedded dirt, whisks away surface lint instantly. Compare Eureka with them all—you won't find a more powerful beauty! (And you can reduce suction to clean draperies, throw-rugs without "pulling.")

MODERN FEATURE 2 Attach-O-Matic Clip-on Tools!

Eureka's exclusively—tools and electric cord clipped to cleaner's side are always right at your fingertips—and carrying and storage problems—save time, steps and temper!

1 1/2" ALL-AROUND SUCTION

VIBRATED COMB DESIGN

ADJUSTABLE FULLER BRUSH

GLIDING "SHOE" ROLLERS

Easy-Roll ROTO-DOLLY smoothly rolls Eureka from room to room on rubber swivel-wheels—won't mar even highly polished floors. Optional at small extra cost.

MODERN FEATURE 3
1954 3-D Rug Nozzle

The finest rug nozzle made—full suction power all around the nozzle—front, rear and both ends. Three-way suction cleans deeper, cleans more rug area per minute!

MODERN FEATURE 4
No dust bag to empty (of course)

Gone are the days of dreaded, messy dust-bag dumping! Simply toss out throw-away paper bag, insert another—a few times a year.

MODERN FEATURE 5
Easy Action Swivel-Top!

You clean a whole room without once moving the Eureka—save time, save steps, and wearisome tugging and lugging forever!

MODERN
Dramatic

For the first time—sparkling color combination of rich silvery gray! Amazing "the a gleaming jewel-like!"



The same LOW Eureka price
\$69.95
Complete with deluxe tools

Get ALL that's modern in ONE cleaner
Get years ahead **EUREKA** R
and save \$20

\$88,000 of 2-page spread ads in...



AL ADVERTISING

EUREKA *Roto-Matic* to your customers!



FEATURE 6 New Beauty!

eye-appeal with the brilliant
"Eureka Red" and lustrous
"dimensional" enamel crests
ish—another design "first."



MODERN FEATURE 7 Purr-r Quiet

Super-powered yet no whine, roar
or vibration—motor is rubber-mounted.
And upstairs cleaning's no chore
with the banam-weight Eureka—weighs
2 to 4 pounds less than others!

to-Matic
to \$30

MARK WHAT WE TELL YOU, your customers will see and read our terrific 2-page spread ads dripping in color in these "power-house" national magazines introducing the sparkling new 1954 Eureka Roto-Matic at \$69.95.

They will ask to see this most beautiful of all cleaners with 20% more suction—exclusive Attach-O-Matic tools and all the modern features only found in cleaners that sell at \$20 to \$30 higher prices.

Smart dealers will feature the new 1954 Eureka Roto-Matic at \$69.95 in their local promotion advertising—in their store and window displays. Doing so means big traffic, big sales, and quick!



Profit-Proved Promotions Produce Quick Sales in YOUR Store!

Dealers' "one-week" promotions produce record sales with these special offers:

- \$7.50 Free Roto-Dolly or
- \$19.95 Free Hassock or
- \$19.95 Hassock Trade-in Exchange

We give Eureka dealers promotion ads that sell—ads that, when run according to instructions, produce retail sales equal to 10 times the cost of the ads and do it within 5 short days!

Eureka's terrific national advertising puts more real "pull" into dealers' local Eureka advertising, store and window displays than you think possible. Just try them and see. *You'll be amazed at what happens.*



EUREKA *Roto-Matic*

SWIVEL-TOP CLEANER

EUREKA WILLIAMS COMPANY
division of
Henney Motor Company, Inc.
BLOOMINGTON, ILLINOIS

*Design for Selling
... Profitably*

WITH THE NEW
ROPER
GAS RANGES

"America's Finest" ... Performance Proves It



Write us for
Catalog EM3
Ask about the
Roper Franchise.
It may be open
in your community

BUILT TO  STANDARDS

The exciting new line of automatic ROPERs provides you with an impressive number of plus benefits to offer your prospects. Dollar for dollar, the new ROPERs deliver far more real value. They assure you enthusiastically-satisfied customers and generous profits. Sell the greatest gas ranges in ROPER's 69-year history. Investigate the popular new ROPER "Dry-Air" automatic gas clothes dryer, too.

SELL THIS ADVANTAGE!
"Spectro-Matic" Burner Control ... Color Selection of Cooking Heat Speeds. More Burner Efficiency

SELL THIS ADVANTAGE!
Large "Bake-Master" Ovens Pre-Heat Faster ... Roast and Bake with Less Fuel ... Assure Ideal Results

SELL THIS ADVANTAGE!
"Silent-Roll" Broilers with Easy-To-Clean "Chromo-Grill" ... Broil All Foods in a Jiffy

GEO. D. ROPER CORPORATION • Rockford, Illinois
Sales Representatives in Principal Distribution Centers

GET THE FACTS NOW ...

about "America's Finest Gas Range"

about "America's Finest Gas Clothes Dryer"

Naturally, THEY'RE AUTOMATIC

NEW PRODUCTS

... Phonos



PHONOLA Portable Phonograph

The Waters Conley Co.,
Rochester, Minn.

Models: Phonola portable phonograph No. TK-2146.

Selling Features: A manual, 3-speed player it features the "Statostronic" tone arm that will not skip or jump while playing even when tilted; long life ceramic cartridge; "Magic Center" which is a built-in pop-up, plug for 45 rpm; contoured double mounted plastic motor board with built-in boost type tone control; super powered amplifier hand crafted case with brown tweed leatherette finish.

Price: \$47.50.



AUDIO MASTER Phonos

The Audio-Master Corp.,
17 E. 45th St.,
New York City

Models: No. 36 recorder player and No. 41 portable combination. Selling Features: No. 36 has compact loudspeaker in front; outside grille for speaker is backed with acoustic baffle for extra tonal qualities; other features include high-gain amplifier with variable tone and volume control; twist crystal pick-up arm with 2 permanent needles; 5-in. speaker with large Alnico V magnet and 3-speed motor with speed indicator which plays 33 $\frac{1}{3}$, 45 and 78 rpm records, decorative carrying case with lock corner construction: DuPont leatherette cover.

No. 41, portable combination with 5-tube radio and 3-speed record player in one unit; radio features a built-in loop antenna; slide rule dial; 5-in. speaker; variable volume control; reversible phono cartridge with 2 permanent needles will play all 3 speeds with lid closed; DuPont Fabricord cover in solid brown or blue.

really new!

really sellable!



new **Oster**

model 420 portable electric food mixer

with exclusive

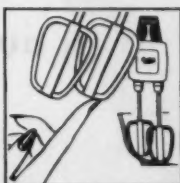
knee

action self-adjusting
beaters

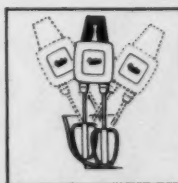
\$**19⁹⁵**

New Oster model 420
de luxe electric
portable food
mixer as
illustrated

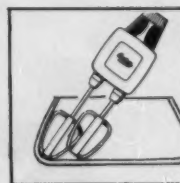
It's the only mixer you can demonstrate without plugging-in!



You can demonstrate
how beaters automatic-
ally adjust to fit the con-
tour of any bowl.



You can demonstrate
how Mixer operates at
any angle, avoids splash-
up of conventional mixers.



You can demonstrate
how beaters get into
hard-to-reach corners to
mix every bit of batter.



You can demonstrate
how right or left handed
women can easily control
the 3 speeds.

PLUS

Longer-reaching cord!
Sturdier non-tip heel rest!
Handier clip-on wall bracket!

It's the mixer
that'll sell itself!

Be ready for full-blast national advertising

To be sure you're set to take full advantage of this big promotion,
contact your Oster Representative or write

JOHN OSTER MANUFACTURING CO., Racine, Wisconsin



Exclusive

IN THE NEW 1954 CROSLEY ROOM AIR CONDITIONER—

The Amazing Crosley CLIMATE TIMER!



A revolutionary new feature
that makes Crosley the only
room air conditioner that

automatically cools
when customers need it...

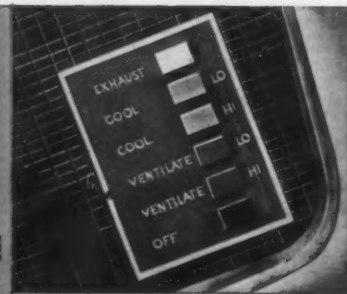
automatically shuts off
when they don't!

JUST ONE SETTING!

The sensational new automatic
Climate Timer turns on...or turns off
...the Crosley Room Air Conditioner
at any hour—any or every day of the
week at the desire of your customers!
Skips designated days, too!



PUSH A BUTTON!



New Crosley Push-button Controls let cus-
tomers bask in cool comfort as easily as
turning on a light. There's never any grop-
ing or fuss—all controls are right on top!



There's a Crosley just the right size for every room—
just the right price for every purse!

TEN ATTRACTIVE MODELS

Model ACFH-75D. Three-quarter horsepower, 115 volts. For rooms up to 485 sq. ft. Has both Climate Timer and Thermostat.

Model ACF-75D. Same cooling capacity as above model. Has Thermostat. Climate Timer optional.

Model ACFH-75S. Three-quarter ton. For rooms up to 485 sq. ft. 115 or 230 volts. Has heat pump for automatic reverse cycle heating. Thermostat.

Model ACFI-75S. For rooms up to 430 sq. ft. Has Climate Timer. Thermostat optional.

Model ACF-75S. For rooms up to 430 sq. ft. Climate Timer and Thermostat optional.



Model ACFH-100. One ton. For rooms up to 600 sq. ft. 230 volts. Has heat pump for automatic reverse cycle heating. Thermostat.

Model ACF-100. One horsepower, 230 volts—for rooms up to 600 sq. ft. Has Thermostat. Climate Timer optional.

Model ACF-50. One-half horsepower, 115 volts—for rooms up to 325 sq. ft. Has Thermostat. Climate Timer optional.

Model ACF-50S. Standard one-half horsepower model with Push-button Controls. Climate Timer and Thermostat optional.

Model ACF-33. One-third horsepower, 115 volts—for rooms up to 230 sq. ft. Climate Timer and Thermostat optional.



Plus...
reverse cycle heating
for all-weather
comfort!

Now Crosley offers automatic heat
as well as automatic cooling!

As long as the outside temperature is hot and humid, the Crosley Room Air Conditioner equipped with the heat pump will continue to cool the room. But the moment the temperature outside takes an uncomfortable drop, the unit reverses its entire cooling cycle—changes to a heating cycle automatically!

The Crosley Climate Timer is available as optional equipment on all models without a built-in Timer.

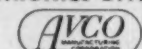
**SET
THE
THERMO-
STAT:**



The Crosley Thermostat Control gives your customers just the right degree of cooling. Whenever outside temperatures fall, cooling is halted automatically!

CROSLEY

APPLIANCE AND
ELECTRONICS DIVISION



CINCINNATI 25, OHIO

Get full facts from your
Crosley and Bendix Home Appliance Distributor Today!
Crosley Appliances } All 3 popular and profit-
Crosley Electronics } making lines now avail-
Bendix Laundry } able from a single source!

In Canada: Moffatt, Ltd., Montreal, Vancouver, Winnipeg and Weston, Ontario

Shelvard® Refrigerators • Shelvard® Freezers • Electric Ranges • Range and Refrigerator Pantries • Automatic Dishwasher-Dryers
Electric Water Heaters • Electric Food Waste Disposers • Cabinet Sinks • Steel Wall Cabinets • Vinyl-on-Steel Counter Tops
Handy Accessories • Television • Radios • Room Air Conditioners

Spark your electrical appliance sales with *these* millions!

Over 3¾-million families, screened for the BUY on their minds

If electricity makes it work, Better Homes and Gardens makes it sell!

For here you have over 3¾-million families, *preselected* by editorial planning for high income and home ownership.

They read Better Homes and Gardens for advice and counsel on how to raise living standards—what to do, how to do it, and what to buy to do it with. What's more, they read with the full expectation of buying.

Whatever you have to sell to home-owning, BUY-minded families, the surest road is the BH&G road.

Of America's three largest man-woman magazines, Better Homes and Gardens is the *only* one read by people who read to buy *both* the ideas of the editors and products of the advertisers.

Dollar for dollar—line for line—page for page—your advertising *works harder* in Better Homes and Gardens!

MEREDITH PUBLISHING COMPANY
Des Moines, Iowa



A new year-round BH&G service for the appliance business!

Every month, over 2,000 leading appliance distributors receive the "MERCHANDISING MEMO FROM BETTER HOMES AND GARDENS TO APPLIANCE DISTRIBUTORS." It lists coming advertisers, previews future editorials, offers market trends and gives profitmaking merchandising ideas.

Feature these March BH&G-advertised products!

Admiral Freezers
Admiral Range
American Gas Assn.
(Clothes Dryer)
American Kitchens
American-Standard
Kitchens
Baldwin Piano
Bendix Washer-Dryer
Blackstone Washer
Crosley Electric Kitchens
Elna Sewing Machine
Frigidaire Refrigerator

General Electric Range
General Electric
(Ozone Lamp)
Geneva Kitchens
Hamilton Washer and
Dryer
Hammond Organ
Harder-Freez Home
Freezer
Hotpoint Range
Kitchen Maid Kitchens
Manitowoc 2-Zone
(Refrigerator-Freezer)

Republic Steel Kitchens
Rid-Jid Ironing Table
Stromberg-Carlson Radio
& Phonograph
Tappan Range
Thermador Built-in Range
Thor Built-in Range
Universal—Kundle
Kitchens
Whirlpool Washer and
Dryer
Youngstown Kitchens

TRADE REPORT



TED WEBER, JR.

What's Going On In The Kitchen?

"This is going to be a big kitchen year—there is no doubt about it."

"We have nothing but optimism for 1954."

"We are looking forward to a tremendous year."

"We think that this is going to be a great year for the kitchen cabinet industry."

Doing the talking here are cabinet manufacturers. Their optimism, plus the sudden reappearance of colored appliances, plus the continuing introduction of built-in appliances has in the past month set the whole appliance industry to wondering "what's going on in the kitchen?"

Here, briefed down, is exactly what's been going on in the kitchen and what experts think will happen in the months ahead:

Cabinets. For the first time since the Korean war, kitchen cabinet manufacturers are able to maintain production and flow of raw materials so that they can supply merchandise—and many told *ELECTRICAL MERCHANDISING* last month that they intend to open up with their biggest promotions in history this year—which they expect to be a great one.

"Much more money is being spent on the local level—about 50 percent," said Mike Ondo, sales manager, and Marshall Adams, advertising manager, Mullins Manufacturing Corp. "The depth of the market shows that it can't help but expand. There is a tremendous interest in kitchens and remodeling. We have nothing but optimism for 1954."

Charles Howes, general sales manager, Republic Kitchens, said: "We have our distributors all set up now. Last year we had to spend a lot of effort on that. So this year we will concentrate on training the dealers. More money will be spent of advertising, and there will be greater attention from the shelter magazines."

Joe Guertin, manager, kitchen sales, Crosley division, Avco Manufacturing Corp., said his company thinks "that this is going to be a great year for the kitchen cabinet industry . . . we think more than ever that it will be a big kitchen year." He brought up the matter of "trade-in homes," those which the realtors must spruce up quickly so that they can be quickly resold. "And the best way to do it is to remodel the kitchen," Guertin said. "The appliance dealer has been on the end of the

- For one thing, say cabinet manufacturers, one of the biggest years in the industry's history is at hand
- And new product developments (like color and built-ins) are getting more attention in the industry

unloading program for so long he will be smart to get into kitchens now if he hasn't before."

Another kitchen manufacturer said he had stepped up his 1954 program by about one-third, and having licked the distribution and production problems, intended to concentrate harder on dealer education. "We want to show the dealers that greater opportunities exist," he said.

Color. The magazine editors who have been boosting colored appliances for many years got two strong new sup-

porters in January and February when Frigidaire and Geneva Kitchens announced new merchandise in color.

Frigidaire showed ranges and refrigerators in two colors, yellow and green. Geneva announced that its cabinets would be available in six colors—blossom pink, butter yellow, willow green, potter's blue, dove gray and sandalwood.

While the entrance of Frigidaire and Geneva into the color field created considerable interest, it did not apparently change the minds of many

executives in the cabinet business who think stock colors have too many headaches. The biggest of these, they say, are the problem of matching colors and the worry of excessive inventory.

Many cabinet firms still believe that the answer to color remains at the distributor and dealer level, rather than through a factory-manufactured line. These cabinet makers contend that every city has one or two paint shops capable of handling custom color orders. Such a solution would be neither expensive nor time-killing. "You could deliver (in just one day) any color you please for 10 percent extra," says one manufacturer.

Another solution on the local level has been employed by Lyons Metal Products. About 10 percent of its dealers are making made-to-order finishes for their customers. All it takes on the dealer's part is a spray booth and Lyons has been handing out instructions on how to do this job locally. Basically the process consists of removing the handles and sanding down the finish before applying color.

Lyons feels that eventually 30 percent of the business may be in color merchandise. Another Chicago-area firm, Harrison Steel Cabinet Co., which has been putting out colored cabinets for four years, feels that color will eventually account for 25 percent of the market. Harrison's colored cabinets are not usually stocked by the distributor but are turned out to order by the factory. For this reason they are used more by contractors and project builders than by individuals. Harrison is somewhat skeptical of local coloring of cabinets.

Built-Ins. The growing number of built-in electric ranges shown at the Chicago Markets and the prototype models of built-in refrigeration shown in January by General Electric and Frigidaire have given rise to renewed speculation about this phase of the appliance business. So far the business has gone largely to builders for installation in new homes but if the market develops as manufacturers hope, the business will have to broaden to include installations in existing homes. Whether appliance dealers will want to handle this business is a big question. Some experts think that the need for distribution of this type of merchandise will lead to a revival of the specialty dealer.



IN 1954: A New Record for Kitchen Business?

FULL POWER SEWING



A PROVED SALES-MAKING FEATURE

... and no other manufacturer has it!

With the very first demonstration stitch, your customers will *feel* the difference between sewing with Full Power Control and sewing the old-fashioned way. For the first time, from a dead stop, they will be able to sew as slowly as they wish, as fast as desired, or any speed in between. Domestic's Full Power Sewing Control allows the operator to sew at the same steady speed through the thickest or the thinnest of materials and, important to your customers, there's no more bumping the handwheel at the start, no needle stall at crucial moments, and no runaway sewing.

And . . . it's easy to demonstrate Full Power Sewing . . . in 60 convincing seconds. Simply place a small pad of muslin, folded to 16 thicknesses, over a portion of one thin piece of cleansing tissue. Set the presser foot down on the thickest portion of the sample and you're ready for your customers to *prove to themselves* that Domestic Full Power Sewing Control sews through thick and thin with a constant, steady stitch never before possible!

Full Power Sewing is new to the industry . . . new to your customers. See your Domestic Distributor now for more sales and bigger profits.



**FULL POWER SEWING
FACTORY-EQUIPPED ON THE
Domestic "Imperial" Zig Zag**



Full rotary Zig-Zag machine, made in Germany for Domestic. Makes decorative stitches without attachments.

**FULL POWER SEWING
FACTORY-EQUIPPED ON THE
Domestic "Deluxe"**



Time-proved, American-made, full rotary favorite... will meet every sewing requirement of 9 out of 10 homemakers.

**FULL POWER SEWING
FACTORY-EQUIPPED ON THE
Domestic "Streamliner"**



Modern-design, full rotary machine for customers wanting the ultimate in American-made sewing machines.

Sales Profits Climb for Domestic Dealers

Initial Investment of \$544 Produces Gross Profit of \$2,136 in One Year

All over the country... in small and large retail operations, Appliance Dealers have proved the profit potential of the Domestic Sewing Machine Franchise. From the public appeal of the zig-zag to the pull of a \$49.95 price, the Domestic Line gives Dealers everything required.

Now... Domestic offers its Minimum Inventory Unit of 4 machines, shown at right. With an initial inventory of \$544 and a turnover every two months, Domestic Dealers should figure on a gross profit of \$2,136*. If you can use this healthy boost in gross income... on a low, low investment... fill in the coupon below.

**figures may vary slightly in different areas*



Domestic

THE WONDERFULLY SIMPLE...
SIMPLY WONDERFUL...

SEWING MACHINE

Fill in this coupon if you are interested in adding to your gross profits at a minimum investment in inventory. Mail coupon now and receive cost, profit, and specification figures about Domestic's Minimum Inventory Unit deal.

C. A. LANGE, Vice President
DOMESTIC SEWING MACHINE CO., INC.
Cleveland 1, Ohio

Gentlemen: Please send me the facts about your Minimum Inventory Unit deal.

Name _____
Store Name _____
Street _____
City _____ State _____

Have you heard?...

GENEVA

Kitchens are now
available in
COLOR

Top quality
plus color...
what a
combination!



Yes! GENEVA kitchens are now available in a choice of six beautiful colors plus standard white. Add to this GENEVA'S extensive line of standard size wall and base cabinets . . . top quality construction . . . many special feature cabinets and accessories and you will understand why more and more dealers are switching to GENEVA. For complete details on the GENEVA kitchen line, write DEPT. EM-3-54.



GENEVA MODERN KITCHENS • GENEVA, ILLINOIS

FINANCIAL

Sales Volume Up in '53

Fourteen appliance-radio-TV firms report higher sales volume for 1953 than 1952; one company suffers a net loss despite a rise in total sales

At least 14 appliance-radio-TV firms reported higher sales volume for the fiscal year 1953 than for the preceding year, with many of them racking up record-breaking dollar volume. One reported a net loss despite higher sales.

Electronics firms in particular reported good years, with government contracts backing up commercial products sales, which also were high. Only one company reported a drop in government contracts.

The outlook for 1954 appeared to be one of cautious optimism on the part of most manufacturers. In their year end statements, many looked forward with confidence to 1954, while predicting a need for harder selling to maintain peak sales levels.

Here are the individual financial reports for 1954 as submitted by 14 appliance-radio-TV manufacturing firms:

Emerson Radio and Phonograph Corp. Net sales amounted to \$75,926,546, the highest sales volume in the company's history and an increase of 31 percent over 1952. President Ben Abrams said Emerson will concentrate on low priced black and white TV table models.

Philco. Sales of the company set a new record of \$429,000,000 in 1953, amounting to an increase of 16 percent over 1952. President William Balderston warned of a "psychological recession" in 1954 which "has no foundation in actual economic conditions."

Hoffman Radio Corp. Biggest gross sales year in the company's history, with more than \$50,000,000 for 1953. This adds up to about a 44 percent increase over the previous year. Hoffman expanded its TV market eastward, opening a new plant in Kansas City.

Frigidaire. Second biggest sales year in history (1950 was tops) with no exact figures given. Mason Roberts, general manager of Frigidaire division, General Motors, said sales in 1953 were "considerably better" than for 1952.

RCA. Sales of products and services in 1953 attained an all-time high volume, well over the \$800,000,000 mark, said Frank Folsom, president. RCA has charted a "positive course of action to maintain relatively high volume in production and sales during 1954," he said.

Sylvania. Net sales in 1953 expected to total approximately \$295,000,000, compared with a previous all-time high of \$235,000,000 in 1952. Defense business amounted to 22 percent of total sales.

Remington. Highest sales and earnings in history were reported in 1953, with net volume 97 percent above 1952. Sales totaled \$6,407,414 for

the air conditioning manufacturing firm.

Magic Chef. Sales were up \$2,200,000 or nearly 10 percent over the previous year. All product lines and all but one sales division showed "substantial increases."

Hoover. An increased volume of sales of commercial products in 1953, but a decrease was reported in defense work. Retiring president J. F. Hattersley said total dollar volume of all sales expected to about equal sales for 1952.

Son-Chief. An increase in sales for 1953 of 47 percent over the previous year, making it the highest year in Son-Chief's history.

Emerson Electric Manufacturing Co. Net sales were \$55,844,449, highest in the company's history, and slightly higher than 1952 sales of \$55,368,422.

National Presto. Sales amounted to \$47,977,765, compared to \$37,879,743 in 1952. A substantial increase in defense production was announced, with commercial products also up slightly.

Sunbeam. Record high sales of \$79,860,203 in 1953, as compared with \$66,359,852 in 1952.

Servel. Net sales were \$147,586,716, as compared with \$99,545,185 for 1952. However, the company showed a net loss of \$1,983,511, as compared with a profit of \$1,723,648 in 1952. President W. Paul Jones said the cost of putting new products into production and expanding distribution accounted for the loss.

No. 1 Wife



ERNA SYNDER, Mrs. America of 1953, officially opens the 1954 Mrs. America contest which will be held April 21-25 this year. Among appliance companies sponsoring the contest are American Kitchens division of Avco; Servel, Inc.; Detroit-Michigan Stove Co.; Robertshaw-Fulton Controls; Landers, Frary & Clark; and Caloric Corp.

FROM COAST TO COAST —

the nation has seen the Regency Remote TV Control on television. Garroway sold it for you to a fresh market. Now, 20,000,000 TV set owners can adjust the TV picture from where it is seen with the Regency Remote TV Control.



TODAY'S GREAT OPPORTUNITY IN TELEVISION ACCESSORIES —

close the sale Garroway started

A NEW PRINCIPLE in Remote Universal Control Devices!

- It works on as much as 100 feet of cable (permits running cable around room periphery!)
- Sharpens contrast!
- Brightens the picture!
- Controls volume!
- Changes channels!

MODEL RT-700 \$69.95 LIST

Regency

DIVISION OF I.D.E. A., INC.

Makers of VHF Boosters, FM Boosters, UHF Converters, Professional High Fidelity Equipment and Television Remote Control.



Organ Manufacturer Keeps Customers Singing With KLIXON Protectors

MACUNGIE, PA.: Mr. Jerome Markowitz, President of the Allen Organ Company, *makes sure* Allen organ motors won't burn out — with Klixon Protectors.

"We insist that the motor which is included in the "Gyro-phonetic" speaker mechanism of our electronic organ be equipped with Klixon overload protectors. This not only offers motor protection, but also prevents "disintegration" of the morale of a customer whose instrument burns out."



Manual
Reset



Automatic
Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON
MADE IN U.S.A.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2503 FOREST ST., ATTLEBORO, MASS.

Preview for the Skillet



SURPRISE: Myrna Johnston of "Better Homes and Gardens" looks pleasantly surprised as she examines a new Presto electric skillet during press preview of the new appliance in Chicago during the Housewares Show. In background is Hildegard Popper of "House and Garden".

No Dip in Credit Seen

A survey of 382 lenders in all forms of consumer financing shows 90% expect another big year in 1954, but express concern over appliance delinquencies

Most consumer credit granters anticipate their 1954 credit volume will be the same or greater than 1953, according to a nationwide survey made by Consumer Credit Letter of National Research Bureau, Inc.

Of 392 granters in all fields of financing, 354, or better than 90 percent, expect to match or beat last year's record volume. Only 38 expected to do less credit financing, according to the survey.

However, some concern was expressed over appliance loan delinquencies, which have been rising faster than in any other field of credit, the survey says. Several granters reported intention to tighten credit in this field. Favored terms on appliances are 10 percent down and 24 months to pay.

Radio and TV lenders also like 10 percent down and 24 months to pay when it comes to terms, but there is a growing tendency among banks to offer such terms only when a retailer underwrites the credit through a recourse plan, the survey finds. Without recourse, the bank may require 15 or 20 percent down payment.

Opinions Differ. There is a diversity of opinion in the credit industry considering the worth of recourse plans, the survey says. Those who don't use them insist they are worthless, for, if a rash of repossessions should develop, the dealer probably wouldn't be able to live up to his recourse agreement anyway.

The survey found that recession talk got little response among the credit granters it polled. They admitted that during the first quarter, consumers may be following their

usual seasonal habit of repaying debts undertaken during the Christmas season, with credit extension getting a slight breathing spell.

The survey found that 57 percent of lending institutions anticipate that pressure for easier credit will mount. Yet only 8.8 percent believe that greater caution is in order in the loan field today, despite the fact that 36 percent rate rising delinquencies in loan repayments as the principal problems confronting them, while 61.5 percent rate this difficulty among their top three problems.

No Rate Cutting. While stiff competition for business is anticipated by lenders they don't think interest rate cutting will do the consumer credit industry any good, the survey showed. Only 17 percent of lending institutions feel that market conditions will result in any rate cutting.

The survey indicated that an adequate supply of money is available to meet demands for consumer credit. Whereas 1953 was a period of tight money, especially in the second and third quarters, eight out of every 10 granters in this survey reported that loan funds now are adequate to meet their needs.

Newspaper advertising is a favored media in the consumer credit field, the survey reveals, but more emphasis is being placed on direct mail today, according to one third of the granters polled.

The credit industry isn't completely sold on bank charge account financing plans. "Only one lender in a town of 200,000 to 500,000 people can finance profitably with such a plan," one banker said.

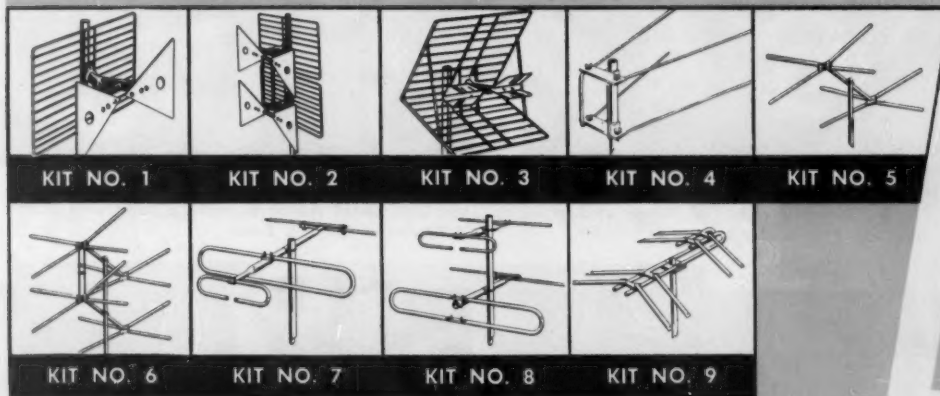
Cash-in on the "do-it-yourself" trend!

STOCK and SELL **Admiral** ANTENNA KITS



NINE KITS...for UHF, VHF and UHF-VHF areas

Each kit complete with mast, mounting accessories, step-by-step instruction sheet and antenna as follows...



Pre-packed for easy, over-the-counter sale. Liberal dealer discounts enable you to sell at "wholesale" prices yet earn big profits. All kits available with any one of four different mast mounts as follows:

Add "A" to Kit No. for Mast Base Mount (flat or sloping roof)
 " " " " " " Chimney Mount
 " " " " " " Roof Ridge Mount
 " " " " " " Side or Flat Wall Mount

SUGGESTED LIST PRICES	KIT NO. 1	\$13.95	KIT NO. 4	\$14.95	KIT NO. 7	\$15.95
	KIT NO. 2	16.75	KIT NO. 5	13.95	KIT NO. 8	15.95
	KIT NO. 3	19.50	KIT NO. 6	21.95	KIT NO. 9	21.95

Admiral Corporation, Accessories and Equipment Division, Chicago 47, Illinois

INSTALL IT Yourself and SAVE!

YOU CAN GET 25 to 40% BETTER RECEPTION on your present TV Set...and you're READY FOR COLOR!

ANTENNA KITS FROM Admiral
 WORLD'S LARGEST TELEVISION MANUFACTURER

Priced from **\$13.95** LIST
 at your Admiral dealer

UHF Kits
VHF Kits
All-Channel Kits

Kits contain everything needed...antenna, mast, mast mount, guy wires, insulators, lead-in...down to the last screw-eye. Step-by-step instructions are easy to follow. No experience or special tools needed. High-quality antennas get excellent reception. Finest quality, tested and guaranteed by Admiral. Buy from your Admiral dealer.

Nationally Advertised in
POPULAR MECHANICS
MECHANIX ILLUSTRATED
POPULAR SCIENCE



RETIRING president W. R. Dabney, right, of Ironrite, told AHLMA members that combined sales of washers, ironers and dryers may hit five million mark in 1954, half a million above 1953. With him are Dick Gottlieb, left, and Hal Biddle, both also of Ironrite.



NEW PRESIDENT W. Homer Reeve of Easy told convention that prospects for "satisfactory sales volume" during coming year are good.

Home Laundry Men Talk Shop

AHLMA annual meeting in Chicago in January finds industry men optimistic over prospects for 1954 with possibility that sales may pass 1953 figures by as much as half a million units



NEW HEAD of the AHLMA automatic washer committee, V. F. Peterson, right, of Norge exchanges views with C. G. Frantz of Apex.



AHLMA TREASURER Howell Evans, right, of Hamilton, uses pencil sketch to make a point with Harold G. Clarke of Ernst & Ernst.



KELVINATOR representatives on hand for AHLMA meeting included Dan Packard, left, and W. L. Travis.



EXCHANGING NOTES between sessions are E. C. Doll, left, of Lovell and C. J. Decker of Chamberlain.



EARLY ARRIVALS for luncheon were F. W. McCormick, left, and R. W. Smith, both of Frigidaire.



WAITING FOR sessions to get underway at AHLMA annual meeting are, left to right, B. J. Hanks of Conlon-Moore, George Castner of Beam and J. W. Martin of Westinghouse.



LOBBY CONVERSATION finds Thor president H. C. Buckingham visiting with Selma Andrews and Dahy Barnett of "Household" and Jessie Cartwright, home service director for Norge.



INTRA-COMPANY matters are settled over luncheon table by Claire Ely, R. H. Thompson and Roy Bradt, all of Maytag.

Mr. DEALER:
People are talking!

"...I bought one of the new Thermador Console Electric Ranges. I'm the envy of my friends... it's beautiful! They've noticed how easily the Vari-Speed switches give me just the amount of heat I need. I'm sure the double oven six-surface-unit Thermador is America's finest range. Thermador is so dependable. It's really built to last!"

This, Mr. Dealer, means other customers ... and fewer service calls. You can offer Thermador in five popular models: apartment house models; 30" range with 23" over-size oven; 40" range, with choice of single or double ovens, 4 or 6 cooking surfaces.



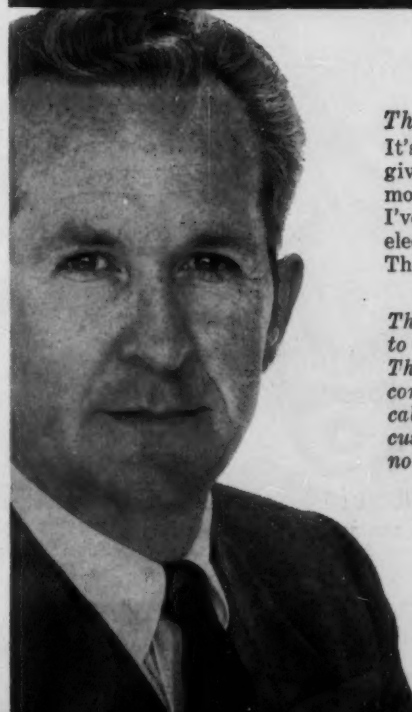
NEW THERMADOR

console ranges —
water heaters



"... We bought one of the new Thermador Electric Water Heaters. It's safer, cleaner, and trouble-free. It gives more direct heat, and better yet, more hot water. Fits our budget, too. I've known Thermador as a pioneer in electrical appliances for over 30 years! They're tops in quality and reputation."

This means you'll sell other appliances to this man and his friends, Mr. Dealer. Thermador storage-type water heaters come in two well-liked styles: round or cabinet models—in sizes to meet your customers' needs. No flames, no fumes, no waste.



"SEVEN LEAGUES AHEAD"

THERMADOR

Thermador Electrical Manufacturing Company
5119 District Boulevard, Los Angeles 22, Cal.



GAG SHOT at the Capitol Products exhibit finds John Colavecchio preparing to take a bite out of a display roast as James Laven and Melvin Kahn watch.



SERIOUS TALK at the Waring Products space finds J. P. McIlhenny, vice-president in charge of sales, discussing business conditions with Clifford P. Dunn of Rochester.

No Pessimism on Navy Pier

Good attendance, lively interest on part of buyers and real optimism on part of electric housewares manufacturers highlights annual housewares show in Chicago



PICTURE-TAKING occupies early minutes of the show at the John Oster booth as founder John Oster, Sr., and his son, John Oster, Jr., pose with officials and visitors.



SETTING UP display of silver coffee service being offered with firm's coffee-maker are Landers, Frary & Clark's Stan Fisher, right, and E. H. O'Connor.



AN INCREASE of 16 percent in his division's volume was seen for 1954 by G-E's W. P. Sahloff, right, shown with J. W. Farley of Newark.



THE MAN with a beret, Edward P. Schreyer, left, of Ridgefield, Conn., visits with Elmer Dvorak of Camfield.



DISPLAY of electric trivets is set up by Paragon's George Petrus. Big success of the item, introduced last summer, surprises even Petrus.



ADVANCE PLANS for 1954 are outlined for Bernice Strawn of "Woman's Home Companion" by Hoover's William H. Bond.



READY TO OPEN UP the Son-Chief exhibit are, left to right, Irving Singer, Sid Sherman, Marvin Tanner and sales manager Bert Mitchell.

Buyers Were Looking for Answers to Questions on Product and Business



QUESTIONS posed by Robert Elsner, left, of Hartford, brings answers from John Egan, center, and Ralph Zenner of Hamilton Beach.



ANSWERS for J. D. Magid, left, of L. Luria & Son, New York City, are provided by Nesco's general sales manager H. W. Martens.



DORMEYER'S Marvin Allesee, left, plays host to Kansas City visitors Jack Goetze, Yancy Agler and Earl Goetze during early moments of the show.



EXCHANGING VIEWS on the show are New York buyers Ted Corwin, left, of the J. C. Penney Co., and Fred Vreeland of Macy's.



PHOTOGRAPHED as he examined an iron is Henry Brakstad, buyer for Hammacher-Schlemmer in New York City.



IRON DEMO is staged for James Marks, third from left, of Chicago, by Sandy Hirschberg, left, and general sales manager John Reidy, both of Casco, as show visitors look on.



PROMOTION AND PRODUCT are explained to Hal Haytin of Los Angeles, center, by W. E. O'Brien, left, and S. C. Rexinger of Toastmaster.



PRESIDING at the General Mills exhibit was J. A. Sullivan, vice-president and director of the mechanical division.



AQUARIUM full of electric blanket wiring holds attention of GESCO's P. H. Weil, left, and D. J. Woodman of Northern Electric at the Northern space.

Even in January in Chicago Fans Make News



NEW ARVIN fan is shown to buyers Al Friedman and Earle Parker by sales manager Gordon Ritter, left, and Leonard Ashcraft (with order book).



COMPANY'S FANS and air conditioners are displayed by R. E. Otto, C. A. Swanlund and John Wright, all of Emerson Electric.



FAN DISPLAY in A. C. Gilbert space is presided over by E. J. Mallory, Rowley A. Fallon and K. P. Fallon, right, vice-president and general sales manager.



A TWENTY-INCH mobile fan is demonstrated for A. D. Raynor of Goodyear by Robert S. Knapp, president of Knapp-Monarch.



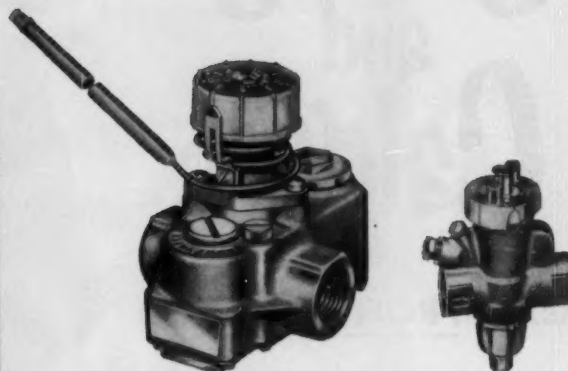
FAN BUSINESS was the subject of talk between W. B. Massenburg, center, Will Knoerr, right, (both of Westinghouse) and ad man Paul Kahler.

Have you ever thought about this?

**you sell
automatic dryers...
why not
automatic
gas
heaters?**

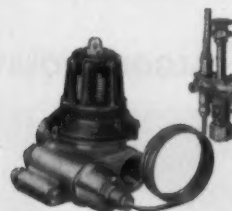
Honeywell Controls can also be purchased separately to fit any manual gas space heater models you have in stock. Just call your regular supplier or any of the Honeywell branch offices located from coast to coast.

*Order your heaters with these
fine Honeywell Controls...*



V5151—New Modusnap automatic gas valve

Automatically combines "on-off" and modulating firing to provide more accurate temperature control! Prevents overheating in mild weather, and conserves fuel by eliminating excessive on-off firing. This new dual-action thermostat-valve, when used with the C-585 Honeywell Pilotstat, offers 100% safety control and manual shut-off. Suitable for all gases and most any type heater.



V5163—Modulating Thermostatic Gas Valve

Automatically keeps room temperatures at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame. Built-in safety pilot provides 100% shut-off if pilot fails.



V5140—Modulating Thermostatic Gas Valve

For application on manually controlled gas heaters already equipped with 100% safety shut-off.

**MINNEAPOLIS
Honeywell**

104 OFFICES ACROSS
THE NATION



First in Controls

Crosby and Calgon

MEAN PROFIT FOR YOU

Bob Crosby and his all-star television show now are selling Calgon and Calgonite to millions of housewives over a big, coast-to-coast CBS-TV network. It's a promotion that's pushing Calgon sales to new records. It is fully supported by national magazine advertising, a giant Calgon sampling program and powerful point-of-sale material. To cash in big, just tie in big. Stock plenty of Calgon, keep the shelves full, and display Calgon where it will be seen and bought. There's plenty of special display material to help you.



THE CALGON-CROSBY SHOW PRE-SELLS CALGON PRODUCTS



A STAR SALESMAN who time after time has proven his ability to sell in the grocery field.



DEMONSTRATION of the benefits of Calgon and Calgonite in hard-hitting TV commercials.



PACKAGE IDENTIFICATION—Calgon and Calgonite packages are becoming familiar to your customers.



THE IDEAL TIME to reach a mass audience of housewives—3:30 PM, EST, every Tuesday afternoon.

The demand is there...
get your share

**STOCK CALGON • DISPLAY CALGON
ADVERTISE CALGON**

CALGON, INC., Hagan Building, Pittsburgh, Pa.

P.S.—Bob's going to tell folks about
Calgonite and Thanx too...
So tie in on all of them!

ASSOCIATIONS

EEL Sales Meetings

More than 1,000 sales executives of the light and power industry are expected to attend the 20th annual sales conference of the Edison Electric Institute April 5 through 8 in Chicago.

Latest developments in the home service field will be discussed by leading home economists from the electric utilities and manufacturers at the home service meeting on opening day. Meetings of the EEL commercial division's 19 committees also will be held that day.

Four concurrent sectional meetings covering commercial, farm, industrial and residential markets will be held April 6, while general sessions will take place on April 7 and 8 with prominent speakers from the electrical and allied industries surveying the general business and economic conditions and their effect on selling and sales management. Annual awards will be presented April 7.

The conference will conclude April 8 with a general luncheon session.

Wiring Conference

The Chicago Better Wiring Conference, the first such conference to be held in the Windy City, met January 21 at the La Salle Hotel. Sponsored by the Chicago Electric Association, the aim of the event was to initiate relief from the serious wiring bottleneck in the midwestern city.

Highlight of the day-long affair was the presentation of the Electric Association's 1954 ten-point Better Wiring Program.

The tremendous growth of appliances was outlined during the meeting, with members of the conference stressing that it is an industry-wide problem to bring wiring up to date in the Chicago area.

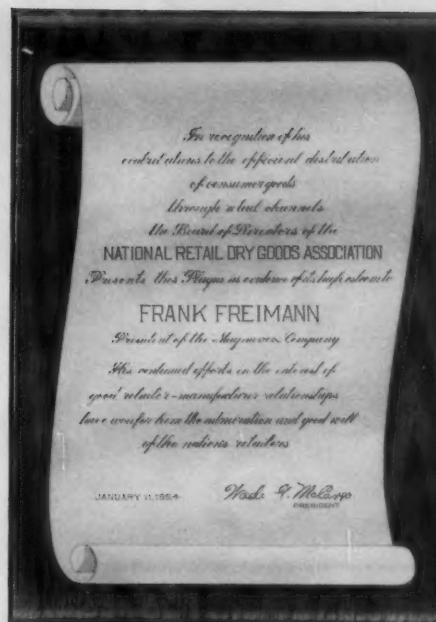
Representing the appliance viewpoint, Harry Alter, Chicago distributor, spoke on the future sales of the appliance industry and of the potential growth that could be harmed by inadequate wiring in Chicago area dwelling units.

First Award



FRANK MOCH (right) president of NATESA, presents the organization's first "President's Cup" award to Fred Colton, chairman of a Columbus, O., service men's association in recognition of his "zealous work" on behalf of NATESA in 1953.

"The retailer is a full partner with Magnavox"



Award of NRDGA's "Oscar of Retailing" to the president of the Magnavox Company underscores this basis of all Dealer-Magnavox relations.

MAGNAVOX is proud that Frank Freimann, Company president, is the first manufacturer to be presented with the Annual Silver Plaque Award of the National Retail Dry Goods Association.

We are proud also of the Magnavox merchandising policies which the NRDGA Award recognizes and applauds.

They were first presented to the retail trade seventeen years ago, at the time Magnavox introduced profitable direct-to-dealer selling in the industry. They remain today the reason why there is no such thing as an unprofitable Magnavox retail franchise.

Here they are, in the briefest form:

- Selective direct-to-dealer distribution, no profit-diluting competition.
- Products of highest quality.
- Protected prices, no undercutting.
- Longer discounts, wider margins.
- No "annual line" to devalue inventories.
- Inventory price guarantee.
- Maximum advertising dollars per retail dealer.

If you would like the story in detail, we'll be glad to send it to you. But short or long, the central facts are the same. Dealers make more profit with Magnavox. The Magnavox Company, Fort Wayne, Indiana.

BETTER SIGHT... BETTER SOUND... BETTER BUY

the magnificent
Magnavox
television - radio - phonograph

COAST-TO-COAST THE STORY IS THE SAME... FOR A SOUND, LONG-TERM BUSINESS... MAGNAVOX IS THE PROFITABLE FRANCHISE
ELECTRICAL MERCHANDISING—MARCH, 1954

PAGE 227



QUESTIONS from dealers milling around the speaker's table prolong a NARDA session long after its adjournment. Here, retiring president Wallace Johnston explains a point made during his talk on business controls.



ANSWERS to the problem of manpower were outlined in a panel discussion presided over by dealer Harry Price. An overflow crowd gathers around the door of conference room to catch Price's advice.

NARDA meeting provides . . .

Answers for the Dealer's Questions



NEWLY-ELECTED president Vergal Bourland of Fort Worth prepares to take over NARDA leadership for coming year. Bourland, in the appliance business since 1945, heads a chain of four retail stores in the \$1.5 million classification. He succeeds Wallace Johnston of Memphis.

The dealers who come to Chicago twice a year for the NARDA winter and summer meetings make no bones about their reasons for making the trip:

They get something out of it.

That explains two aspects of NARDA conventions which sometimes puzzle newcomers—the seriousness with which the dealers apply themselves and the scope and length of the program.

The winter meeting in Chicago in mid-January was no exception. Sessions started with breakfast meetings and lasted into the evening. Dealers paid close attention to what was said, exchanged ideas with each other in the lobbies and crowded around speakers long after meetings had adjourned.

Perhaps the best way to report the three-day cornucopia of ideas spilled at the January convention is to dip into the talks made and sample their

contents. Speakers and subjects included:

What to do in '54. Emerson Dole, Wichita, Kansas, whose safe alone holds \$400,000 worth of finance paper, declared that 1954 must see creative selling with incentive compensation for the salesman. Cut price tactics have worn themselves out, he declared.

Demonstration is the key to business, he said, and in his store 60 per cent of his business is done on the outside.

Tags hung on hooks mark his quotas for his men. Twenty demonstration tags are put up for 15 sales. The salesmen make the demonstrations in the home or in the store, and move the tags from hook to hook, so that a glance shows how they are getting on.

Outside men never go to the right door first, calling at a neighbor's and telling what they are there for. The

men tell the neighbors that they are making the call to see if their customer is getting the most out of her washer.

Dealer Survey. Mort Farr of Upper Darby, Pa. declared that his company had six salesmen and 35 service men, and he made it a point to cultivate truck drivers who delivered goods.

Farr reported results of a NARDA survey which showed only 6 per cent of dealers were open six nights a week. Twelve per cent are open five nights a week, 2 per cent four nights, 8 per cent three nights, 18 per cent two nights, and 54 per cent one night.

NARDA members reported that 22 per cent had two salesmen, 12 per cent three, 32 per cent four, 16 per cent five, and 10 per cent over 10. Some 90 per cent do all their selling on the floor.

Compensation in 50 per cent of NARDA members was salary plus commission. Some 12 per cent paid



DEALERS attending NARDA winter meeting in Chicago's Conrad Hilton listened carefully to parade of speakers like . . .



MONTANA'S C. C. Musburger who donned cowboy hat and used six-shooter to liven up his talk.



CHECK for \$500 to be given "outstanding appliance salesmen of 1954" is turned over to Al Bernsohn, right, by Lestek Olin of the "Ladies Home Journal."



WAITING THEIR TURN at the microphone are Mort Farr, left, chairman of the NARDA board, and Emerson Dole, Wichita dealer and NARDA director.

From the Manufacturers, Advice on What's Ahead for 1954



LUNCHEON talk on how to "Make Traffic Appliances Your Spur to Sales" is delivered by W. E. O'Brien of Toastmaster.



A BACKWARD GLANCE at what home laundry equipment used to consist of is offered by R. C. Connell, director of sales for Norge.



LOOK AHEAD at the 1954 air conditioning season was theme of speech by John M. Otter, Philco vice-president.

Even between business
sessions and over the
luncheon table NARDA
dealers talk shop



MINNESOTA problems are discussed in lobby by Tom Sanburg and Don Gabbert, center, of Minneapolis and Ernie Norton, right, of St. Paul.



LUNCHEON speaker James Broadhurst, center, shakes hands with Carl Hagstrom, left, of San Francisco as Ward Davidson of Seattle looks on.



NEW DIRECTOR Steve Feinstein of Boston, left, visits with vice-president Harry Price, Jr., of Norfolk, during luncheon meeting.



UTILITY MAN Arthur G. Blitz of Wisconsin Public Service congratulates Union Electric's Shel Bascom, right, after latter's talk on adequate wiring.



WISCONSIN dealer I. J. Inman of Beloit, left, visits with Harry J. Rellahan, center, and M. R. Norton, right, of Wisconsin Power & Light.



SELLING IN OHIO and Missouri is compared by Ken Gillespie, left, of Kansas City, and NARDA director Harold Rice of Dayton.

Everybody's talking about it!

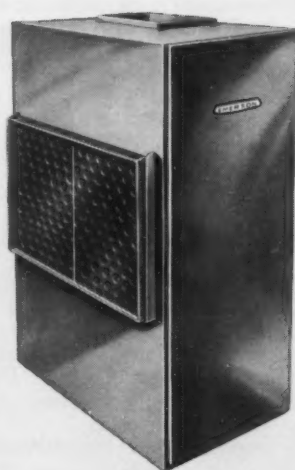
Emerson FOR
WORLD'S SIMPLEST
CASEMENT-WINDOW
INSTALLATION

Emerson FOR
SENSATIONAL
DO-IT-YOURSELF
INSTALLATION

Emerson

MIRACLE LINE OF

Air Conditioners!



Emerson RESIDENTIAL unit
provides compact central air conditioning for homes, priced within the reach of every home-owner. (2 and 3 H.P. models).



Emerson COMMERCIAL unit
is so compact, so low-priced, even the smallest store can afford the benefits of air conditioning. (2 and 3 H.P. models).

The Complete Line That Gives You a Complete Market! Dealers are excited, with good reason! Look at this Emerson selling-ammunition. *Customer-installation*; saves money for them, sells for you! *Simplest casement window installation*: sews up the rich new-home market! *Complete Line*: makes every store, office and home an Emerson prospect for profit in '54!

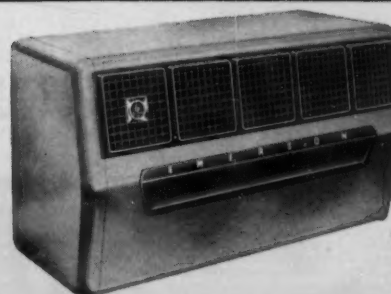
PRICES START AT

199⁹⁵

Slightly higher
in South and West

**Emerson
COMPACT
room air
conditioner**

has exclusive
"customer-
installation"
feature. Low-Priced
to roll up real volume!
($\frac{1}{2}$ and $\frac{3}{4}$ H.P. models).



**Emerson
CUSTOM
room air
conditioner**

Features a
convenient Four-
Season Weather
Selector—COOLS
when it's hot, HEATS
when it's cool. ($\frac{1}{2}$, $\frac{3}{4}$
and 1 H.P. models).



Emerson Radio & Phonograph Corporation
111 Eighth Avenue, New York 11, New York

*Reg. U.S. Pat. Off.

NOTHING REPLACES Profit!

and we're ready
to prove that the
**LYON DIRECT-TO-DEALER
KITCHEN CABINET POLICY**
can mean substantially
MORE PROFIT TO YOU!

Mail the Coupon or Wire Us
Collect for the Complete Story!

LYON METAL PRODUCTS, INC.
321 Monroe Ave., Aurora, Illinois

Gentlemen:

I want proof that the Lyon Direct-To-Dealer
Kitchen Cabinet policy can mean bigger profit to me

COMPANY _____

ADDRESS _____

STATE _____

CITY _____

BY _____

LYON METAL PRODUCTS, INCORPORATED
General Offices: 321 Monroe Avenue, Aurora, Illinois
Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA
Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving	• Kitchen Cabinets	• Tool Boxes	• Toolroom Equipment	• Revolving Bins	• Work Benches	• Tool Stands
• Lockers	• Cabinet Benches	• Economy Locker Racks	• New Freedom Kitchens	• Wood Working Benches	• Bench Drawers	• Hopper Bins
• Stools	• Storage Cabinets	• Parts Cases	• Display Equipment	• Hanging Cabinets	• Service Carts	• Shop Boxes
• Bin Units	• Drawing Tables	• Filing Cabinets	• Flat Drawer Files	• Folding Chairs	• Sorting Files	• Tool Trays
• Bar Racks	• Tool Trays				• Drawer Units	• Shop Desks

"... 50 percent of the group had
hired women but in two out of
three cases they had failed..."

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a salary alone, and 6 per cent paid commissions alone. Balance of the replies were noncommittal. Where commission is paid, some 30 per cent are paying 8 per cent, 25 per cent over 8 per cent, and 3 per cent are paying 5 per cent.

NARDA members frown on women, 50 per cent of them reporting they had hired them at one time, but in two thirds of the cases they had failed.

There seems to be a shortage of retail appliance salesmen these days, as 45 per cent of the NARDA dealers declared they could use two extra men, and 10 per cent said they could use four extra men.

Woman's View. Mrs. Jessie Cartwright, home service director, Norge division, Borg-Warner Corp., said there was 2½ times the take in a store where there is a woman helping the salesmen. She does not believe in women competing with men, but thinks they can do more to make the store a social center and help in promoting the sale.

Air Conditioning Report. John M. Otter, vice president, Philco Corp., drew a parallel between the newly popular air conditioner and old line appliances. Dealers were formerly out of the refrigeration business by September 15, he said, and they couldn't sell radio before September 15. Gradually all types of appliances have become an all year business and this is happening to air conditioning. The ½-ton unit probably will continue to be a major factor in the sale of room air conditioners. There is a place for the ½-ton unit, he said, and dealers should learn to depend on manufacturer's statement that a unit with a certain capacity will cool a room of a certain amount of square feet.

The year 1953 saw a carryover inventory at the end of the season of about 200,000 room coolers. Otter said that this is not alarming and in 1954 he estimated that 1,200,000 units will be produced. He told dealers to be careful in ordering units, particularly in the late Spring.

Banks Big Factor. Joseph Cronin of Pennsylvania Banking & Trust Co. stated that the ratio of delinquent accounts does not approach the prewar rate at the present moment.

The expense of servicing delinquent accounts is rising and the banks can't carry as many as before the war because of the scarcity of men qualified for this sort of work. There are 10,000 commercial banks today servicing appliance accounts. Some banks have collected as much in appliance discounts as in interest and some have 50 percent of their portfolio today invested in installment credit.

Banks have instituted lower rates and have revolutionized installment selling, Cronin declared. The local bank has more credit information than any other source. Today 85

percent of all retail appliance paper and 5 percent of automobile paper is being financed by banks, he said.

Insurance Advice. Edward Mack, Jr., Chicago insurance man, advised dealers to think of the severity of events and not the frequency when figuring on insurance. Most dealers know about liability and risk on products, although a lot of them do not take into consideration non-ownership automobile liability and the danger under workmen's compensation for under-age people who are not protected by workmen's compensation. Frequently dealers are not protected for business interruptions or extra expense that arises. Many do not realize that they can be insured on installment floaters, plate glass, on accounts receivable, on neon signs, on important papers, on employee health and can get life insurance on key men in the business.

When to Incorporate. Roy Howard, a CPA and Northwestern University professor, talking on taxes, declared that the larger the income the more is to be gained by having the business in incorporated form. As a rule of thumb, he said that when the income exceeds \$12,000, the individual should begin to think of incorporating.

How to Buy. Discussing buying, Don Gabbert, Minneapolis, Minn., stated that the man who holds the pen controls the sale. He introduced a purchase order form which allows dealers to note to whom the order was given, the place of delivery, how merchandise is to be shipped. Dealers, he said, should be cautioned about advertising deals, close-outs, price only offers, salesmen with whom you can become too friendly, offers of "it's yours exclusively," and carload purchases.

Brand Names. Kenneth Gillespie, Jenkins Music Co., Kansas City, Mo., said the public today is in the vast majority of cases indifferent to brands. In Jenkins Music Store, during the week of October 23, only 11 out of 146 prospective customers for television asked to see a particular line. The previous week, out of 177 people who came in to ask for television, only 19 asked for a specific merchandise. This is far different from the advertising results of the 30's.

Food Plans. Richard Wright, food plan sale manager for Mort Farr said that in 1953 food plan operators took approximately 34 percent of the freezer business while locker plants, hardware stores, department stores, and public utilities took another 32 per cent of the business.

He called for dealers to make arrangements with reputable food purveyors in their communities. Any family that spends \$25 or more each week for food is a potential customer for a home freezer.

Adequate Wiring. Sheldon Bascomb, Union Electric Co., St. Louis, sounded the tocsin for adequate wiring by pointing out that many customers today are not able to purchase wanted appliances because of wiring limitations of their homes. This is particularly true among apartment dwellers in large metropolitan areas. It is often a problem for a renter to install an electric range or a room air conditioner in older buildings where

Biggest voice of any Personal Radio ever

NEW G-E TRIPMATE

**Speaker 16% bigger than any
... 33% bigger than most!**

Ten times longer battery life—than in radios of the past! A powerful radio instrument—not a toy. Compact, light—the perfect traveling companion. Choice of three college-approved shades of gray, red and green... one low price, Model 620 right. **Only \$2995***

*General Electric Co., Radio & TV Dept.,
Syracuse, N. Y.*

**Batteries extra. Prices subject to change without notice. Slightly higher West and South.*



FAMOUS G-E 2-IN-1 RADIO! New for '54! Outdoors it's a portable, indoors a table model! Plays upright or on its side... on long-life battery, AC or DC. Choice of Campus Green, Pennant Red or Stadium Gray—all at same low price. Model 630 above. Now only **\$3995***

FREE CARRYING CASE—YOUR SALES CLINCHER!

Especially designed, sturdy, sporty case. Offer it *free* with G-E TRIPMATE to customers! Ask your distributor about these cases today!



For Your Biggest
Gift Season...

**ORDER G-E
'54 PORTABLES
NOW!**

• Easter, Father's Day,
Mother's Day, Graduations,
Weddings, Vacations.



New
Campus-Approved
Designs... Colors!

G-E Portables—chosen as favorites in style, color and performance in famous nationwide high school and college Gilbert Youth Survey.



EXTRA POWER! LUXURY 3-WAY PORTABLE! Outstanding tone! Super-sensitive, super-selective—it overcomes barriers, plays under adverse conditions. Choice of Collegiate Maroon or Varsity Gray... both at same low price. Model 640 above. Now only **\$4995***

You can put your confidence in—

GENERAL  ELECTRIC

THE NEW **★★★ BIGGEST PROFIT SCOOP of '54!**
QUIET KOOL EXTRAS!

HEALTHFUL DEHUMIDIFICATION
EXTRA PROTECTION AIR FILTER

QUIET KOOL EXTRAS

PUSHBUTTON WEATHER SELECTOR
COOLS when it's HOT
HEATS when it's COOL

SNOWFLAKE QUIETNESS
SUPER-HIGH COOLING-CAPACITY

QUIET KOOL EXTRAS

CASEMENT WINDOW
EASY INSTALLATION KIT
4-WAY ADJUSTABLE GRILLES

QUIET KOOL EXTRAS

CUSTOM H5-H7-H10 series
model ½ hp...¾ hp...1 hp

Also available **COMPACT** H3-H4 series
model ½ hp...¾ hp...

And for YOU, Mr. DISTRIBUTOR and DEALER, these merchandising EXTRAS!
 Dynamic Point-of-Sale DISPLAY unit...
 SALES PROMOTION PORTFOLIO...
 Stunning Consumer Folders...
 Exclusive QUIET KOOL SELECTION CHART...
 Specification Catalog broadsides...
 advertising MATS...
 and many other powerful selling aids!

**BE THE FIRST
 TO SCOOP UP THE PROFITS
 with the FAST-MOVING
 MONEY-MAKER... QUIET KOOL**

Soon! New, Competitive 2 hp. and 3 hp. QUIET KOOL
 COMMERCIAL and RESIDENTIAL Air Conditioners for delivery!

the Room Air Conditioner with the "LUXURY EXTRAS"
 at the BUY-APPEAL low price!

Write today for complete details! **QUIET KOOL CORPORATION** 46 OLIVER STREET NEWARK 5, N. J.



"... split your margin five ways to come up with a rule of thumb operating formula..."

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the present wiring is already used to capacity.

Rule of Thumb. Ken Stucky, Stucky Bros., Fort Wayne, Ind., came up with a thumbnail operating formula for small dealers.

From the manufacturers suggested list, he said, subtract your cost of goods, and then split up operating margin on this basis: allow ¼ to cover salesmen, ¼ for staff, ¼ for advertising, deliveries, administrative expenses, ¼ for occupancy, insurance, bad debts and other expenses, and ¼ for taxes, interest, owner's pay and funds to reinvest back in the business.

Business. In the association elections Vernal Bourland of Fort Worth, Texas, was made president, Carl Hagstrom, San Francisco, Don Gabbert, Minneapolis and H. B. Price Jr., Norfolk, Va., vice presidents Ken Stucky, Fort Wayne, treasurer, Victor Joerndt, Kenosha, Wis., secretary and Mort Farr, Upper Darby, Pa., chairman of the board, a newly created office.

Newly elected directors are Harold Rice, Good Housekeeping Shop, Dayton, Ohio; Art Vyse, Suburban Appliances, Wilmette, Ill.; Steve Feinstein, Magee Distributors Corp., Boston, Mass., and Carl Hagstrom, General Appliance Co., San Francisco, Calif.

A series of panel discussions presided over by NARDA members occupied the Sunday program. Speakers included Hal Chase (television service), Ken Gillespie (advertising, sales promotion and display), Harry Price (manpower), and C. D. Hughes (local organizations).

Manufacturers on the program included Claud Tindle of General Electric who spoke on "Enthusiasm in Selling", W. E. O'Brien of Toastmaster who discussed "Making Traffic Appliances Your Spur to Sales", and a panel group on color television which drew on speakers from broadcasting networks as well as from receiver manufacturers.

Electric Milestone

America now has 50,000,000 electric customers, and about 98 percent of the nation's occupied homes, both urban and rural, enjoy electric service.

This is the report of Charles E. Wilson, chairman of the sponsoring committee for Light's Diamond Jubilee, which this year is observing the 75th anniversary of Thomas Edison's invention of the incandescent lamp.

Edison Electric Institute calculates the exact date that the 50,000,000th customer began receiving electric service as January 28th, between 1 and 2 p.m. Some 600 new customers were connected during that hour.

For the past 10 years, utilities have been gaining new electric customers at the rate of more than a million and a half a year, Wilson said.



NEW

PERFEX

CONTROLS

*that greatly improve
the performance of*

ELECTRIC WATER HEATERS

TOP LIMIT THERMOSTATS
Available soon, Series 570,
where required as an added
protection against excess
temperatures.

CONTROL THERMOSTATS
Series 555 and 556 surface type therm-
ostats for accurate electric hot water
temperature control. Interchangeable—
can be screw or spring clamp mounted.

→ Interchangeable
→ More Dependable Performance
→ More Customer Satisfaction

These new Perfex Thermostats will be welcome news to all appliance dealers selling electric water heaters. You can now insure your customers plenty of hot water whenever it's needed—keep them happy and contented with the dependable performance of their water heater. These new Perfex Thermostats are extremely sensitive, accurate and fast acting—with the finest, precision workmanship. This finer quality construction and dependable performance mean fewer service calls—you *keep* the profit you make when Perfex controls are on the job. Specify Perfex Thermostats on the water heaters you sell. Install Perfex Thermostats as replacements whenever trouble occurs.



AUTOMATIC CONTROLS FOR HEATING •
AIR CONDITIONING • APPLIANCES

EXECUTIVE OFFICES: Milwaukee, Wisconsin • PLANT: Iron Mountain, Michigan
In Canada, Perfex Controls, Ltd., Guelph, Toronto 1

Other Dependable Controls by Pertex, Makers
of the World's Finest Thermostats



IMMERSION THERMOSTATS
Series 651 and 652 immer-
sion thermostats for electric
hot water heaters.



**MODEL 205 PLUG-IN
THERMOSTATS**
For room air conditioners and
portable electric heaters.



TRANSFORMER RELAYS
Model 5000, low voltage
control for electric heating
or other line voltage loads.



MODEL 200 THERMOSTATS
Heavy duty line voltage
thermostat for all types of
electric heating.



Motor Repairman Insures Against Motor Burnouts with KLIXON Protectors

ST. LOUIS, MO.: Mr. Frank X. O'Brien, owner of the Commercial Electric Motor Service, handles hundreds of new, rebuilt and repaired motors every year. He says:

"Our experience has proved that the use of Klixon Inherent Overheat Motor Protectors have been our best insurance against any possible motor burnouts."



Manual
Reset



Automatic
Reset

KLIXON
MADE IN U.S.A.

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2503 FOREST ST., ATTLEBORO, MASS.

The Sponsors Take a Look



CRITICAL AUDIENCE watches dress rehearsal of a dramatic presentation on the advantages of modern lighting staged during the Builders' Show in Chicago by the Electrical Industry Lighting committee. From left to right are J. T. Coatsworth of EEI and John Ronayne and Dean Jenks of G.E.

CEA's Year-Round Promotion

Chicago Electric Association sponsors a 12-month drive to promote electrical appliances and new wiring for the first time in the organization's history

For the first time in the history of the electrical industry in Chicago, there is now under way a coordinated 12-month program calculated to promote electrical home appliances, adequate wiring for new homes, wiring modernization for old homes, and other commercial-industrial electrical usages.

These events are supported by an industry promotion, planned and supervised by its respective Chicago Electric Association committee. The Commonwealth Edison Company provides display space and other cooperation. Special attention is given to dealer tie-ins.

Better Wiring Show, held February 1-19—consisted of displays of interest to homemakers and the building industry relating to adequate wiring for new homes, wiring modernization for older homes.

Home Laundry Show, February 23-April 23—includes automatic washers, electric clothes dryers, ironers, hand irons and accessories. Emphasis will be placed on the electric clothes dryer. Manufacturers of "All" detergent will again cooperate.

Air Conditioning Show, May 10-July 16—To include room air conditioners, central air conditioning units, dehumidifiers.

Food Preservation Show, July 19-September 3—To include refrigerators, home freezers and cooperation with the food industry.

Home Laundry Show, September 13-November 5—To include automatic washers, electric clothes dryers, ironers, hand irons and accessories. Em-

phasis will be placed on the electric clothes dryer. "All" will again cooperate in the promotion.

Winter Living Show, November 8-December 31—To feature electric bedding, electric heaters, incinerators, waste disposers, electric housewares, color TV, house lighting, according to participating officials.

Modern Living Exposition, April 3-11 will include industry exhibits of appliance-television distributors and manufacturers. As an added attraction, an Electric-Living Theater will be set up by the Electric Association to include dramatic educational exhibits for freezer living, electric cooking, automatic laundry, adequate wiring, home wiring modernization, model electric kitchens, residential lighting fixtures.

Two All-Day Conferences in May and in November will be planned for plant engineers, building superintendents, electrical maintenance engineers, industrial contractors, industrial builders, architects and other allied fields.

Chicago Electrical Industry Show. Planning for 1955 event to be held at the Conrad Hilton Hotel, May 10, 11, 12, 1955 will begin about May 1, 1954, with 20 percent more exhibit space being available than the 1953 show provided. The show will continue to be an "invitation" affair, not open to the public and its exhibits are scheduled to be limited to products commonly used in the electrical construction, electrical industrial, industrial lighting and industrial appliance fields.

IT'S HERE! IT'S REVOLUTIONARY!

The Newest Sensation in the Appliance Field—
The Sales Sensation of the Year!

THE NEW 2-IN-1 COOLERATOR

FIRST TRUE SPACE-SAVER COMBINATION—ONLY 31½" WIDE!



RDC-66

Let this terrific traffic-builder start working for you!

COOLERATOR

See your Coolerator distributor or write for complete details today.

COOLERATOR COMPANY, Duluth 1, Minnesota
A Division of International Telephone and Telegraph Corporation



Full size REFRIGERATOR in the top!

- More usable fresh food space than standard 8 cu. ft. refrigerator!
- Extra shelves in the door
- Big 18-qt. Crisp-O-Lator for vegetables
- Adjustable convenience-level shelves
- Handy butter saver
- Perfected automatic defrost
- Positive thermostat control

Full size FREEZER in the bottom!

- Stores 220 lbs. of frozen food!
- Roomy Kold-Hold shelves for fast freezing
- Extra shelves in the door
- Separate ice cube shelf
- Adjustable middle shelf
- Giant roll-out bin for bulky items

NEVER BEFORE a sales opportunity like this! Coolerator's startlingly new "Freezerator" makes present refrigerators obsolete! It opens up an entirely new market. Any home can have both freezer and refrigerator in the space now occupied by refrigerator alone!

MARVELOUS! in its space-saving convenience! Takes up no more space than the usual refrigerator! Only 31½ inches wide. Twice as good—for sales, for customers—because it's 2-in-1.

EYE-APPEAL is buy-appeal! The Coolerator RDC-66 is a gleaming beauty... a proud addition to any kitchen! Lustrous, long-lasting finish, easy to wipe clean. Rounded, beautifully built cabinet, sparkling porcelain interior that stays snowy white. This freezer-refrigerator combination is bound to cause a big stir in kitchens all over America! **Suggested national list price, \$499.95.**



DEERING does it AGAIN!

A TRUE AMERICAN BEAUTY

Like the rose, the name DEERING . . . trademark of the first air conditioner designed exclusively for casement windows . . . represents luxury, beauty and royalty.

Add DEERING to your present line, and you've sold your first and best prospects for air conditioners: people living in luxury-type homes and apartments with casement windows. They want and can well afford the contribution to gracious living that only DEERING Air Conditioners can make to their casement-window homes. Introduce them to a DEERING and the sale is made.

DEERING Casement Window Air Conditioners meet a long-felt need and meet it perfectly. Custom-designed for trouble-free, damage-free easy installation . . . cool refreshing comfort . . . and beauty that complements fine furnishings.

**GET ON THE DEERING BANDWAGON!
IT'S HEADED UP PROFIT STREET!**

EXCLUSIVE

**THE ONLY CASEMENT
WINDOW AIR CONDITIONERS:**

1. Designed and patented specifically for casement windows.
2. Window frames, muntins and mullions remain intact—no cutting, filing, sawing, or modification of casement window structure.
3. Centrifugal fans on both evaporator and condenser (high and low sides) for positive air quantity assuring highest possible efficiency.
4. Patent applied for apparatus between condenser fan scroll and end condenser coils for positive moisture evaporation under all conditions.
5. Fits any window opening as small as 10 1/4" high and 14 1/2" wide.
6. Full line of sizes for casement window installations, 1/2, 3/4 and 1 HP.
7. Does not block out light from full section of casement window.
8. Permits lowering of shade or blinds over window from top of window to top of air conditioner.
9. As easily installed in conventional windows.
10. Lowest saturation point and highest potential of any window type air conditioner built today.

MAIL THIS COUPON TODAY!
PROFIT IN 1954 FROM THE
ONLY "CUSTOM-MADE"
ROOM AIR CONDITIONER



I am interested in a franchise for the DEERING Casement Window Air Conditioner. Please print below.

Name _____

Company _____

Position _____

City _____ Zone _____ State _____

THE DEERING AIR CONDITIONING COMPANY
1069 CELESTIAL STREET • CINCINNATI 2, OHIO

Milwaukee Moguls



NEW PRESIDENT of the Electrical League of Milwaukee, chosen at the organization's annual meeting, is Gerald D. Lappin (third from left), Lappin Electric Co. He is shown with Jim Pros (left), vice president; Thomas H. Desmond, treasurer; and I. L. Illing, secretary. "Milwaukee Journal" photo.

Water Systems Hit 720,000

Last year was the third biggest in water system sales, says the National Association of Domestic and Farm Pump Manufacturers

Sales of electric water systems in 1953 hit the 720,000 mark—and "barring extraordinary circumstances," 1954 sales should "continue to hold up strongly."

That's the word from Herbert C. Angster, executive secretary and director of the National Association of Domestic and Farm Pump Manufacturers. He predicted another 700,000-unit year for 1954.

"The 1953 record of the pump industry is particularly outstanding in view of the fact that sales at year-end were 10 percent ahead of 1952, whereas sales of many other types of equipment to the farm market were lagging 20 percent behind," Angster said.

Third Best Year. Only twice before have annual sales of electric water systems exceeded those of 1953—in 1949 when sales totaled 722,000 units, and in 1947—the all-time record year—when they reached 763,000 units.

Sustained promotional effort conducted by member companies acting both individually and jointly through the National Association of Domestic Farm Pump Manufacturers is largely responsible for this favored position, according to Angster.

"Because of an ever-growing market, due to decentralization of metropolitan areas and the increased application of water under pressure in electrified farming, 1954 should be another excellent year for the industry," he said.

As in past years, May has once again been designated as National Water

Systems Month. Angster said this provides a focal point, or common rallying ground, to assure maximum effectiveness of coordination promotion on the part of these most actively interested in the sale of electric water systems.

May Promotion. In addition to a comprehensive publicity campaign, the association will have available for the May promotion a four-color poster measuring 27 by 40 inches, for display in store windows after April 15.

The poster calls attention to National Water Systems Month, pointing out the advantages of running water in achieving better health and better living conditions. Also available will be radio interview scripts for local broadcast, one-minute spot announcements, local newspaper releases with dealer tie-ins, and a booklet entitled "How to Make More Money Selling Water Systems."

Electric Range Kit

The Electric Range Teaching Kit, employing visual aids to teach all phases of electrical range cooking, has been issued by the electric range section of NEMA.

It is a functional-type teaching aid designed to fit smoothly into the home economics curriculum, and contains 10 full-color wall charts and the guide which is keyed to the charts.

The kits are available in quantities at \$1.75 each.

going...



going...



gone?



Will she buy?

She is a woman making up her mind and a lot of factors are being weighed. Does it have the features she wants? Does she like your store? Is the manufacturer well-known? Does she like your tie? Is the price right?

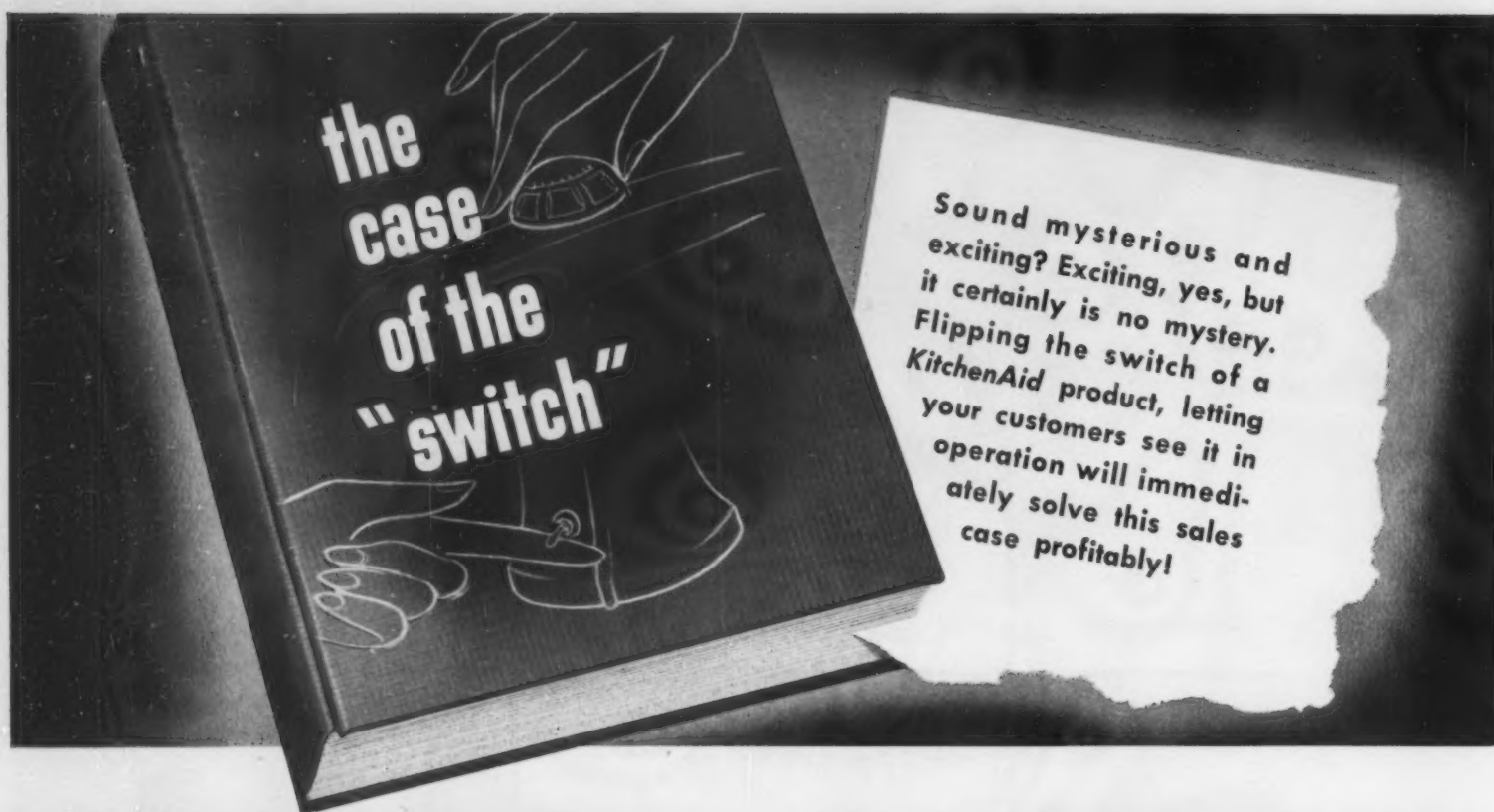
But there's a mighty big "plus" working for you at this moment of decision ... she reads McCall's.

She knows from McCall's articles that she needs the product, and why. She knows from McCall's advertising that she can trust and rely on the brand. That's why so many appliance advertisers use McCall's.

It helps to "clinch" the sale.

McCall's

... serving women in more than 4,525,000 homes



Words are unnecessary when this powerful Hobart-built beauty starts to perform...it will almost sell itself as the single beater travels completely around the inside surface of the stationary bowl (Pyrex or aluminum), rotating as it travels. This is the exclusive "round-the-bowl" action that positively mixes all ingredients, assuring "true-to-recipe" results every time.

And then show the up-front mixing guide and the complete line of attachments available for the *KitchenAid* mixer...vegetable slicer, fruit juicer, food chopper, colander and sieve set, can opener...and tell them how they all operate *without* the need for expensive power boosters.

The *KitchenAid* Food Preparer is not just a seasonal item. It's a wonderful gift...for any occasion.

And that's all you need to show your customers what a difference *freshly ground* coffee makes. Let them smell the aroma as the *KitchenAid* Coffee Mill grinds the whole bean, releasing the rich, natural oils that give coffee its delicious flavor...and it doesn't lose that flavor; which means, in these days of high prices and shorter supplies, that your customers will get more cups out of each pound of coffee.

You'll write a good sales case if you make a fresh cup of coffee while your customers wait...let them enjoy real drinking pleasure...coffee freshly ground on the spot. They'll love it!

Put the case for *KitchenAid* products to work for you by letting your customers see them in operation. Yes, flip the "switch" to greater sales!

KitchenAid Electric Housewares Division of
The Hobart Manufacturing Co., Troy, Ohio
In Canada: 175 George Street, Toronto 2

KitchenAid

The Finest Made...by



World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Pattern for the Trade?

Selective distribution has worked out well for Magnavox, says president Frank Freimann, but it's not necessarily the right solution for other TV makers

The man responsible for one of the most talked about merchandising policies in the television industry isn't at all sure that his firm's policy is the right one—for any firm but his own.

The man is Frank Freimann, president of Magnavox. The policy is Magnavox's attempt to "provide a profit opportunity for dealers." Although the policy has been practiced by the Fort Wayne firm ever since it entered the consumer goods business in 1938, it has in recent months attracted considerable attention in the trade. Behind this heightened interest at the present time are a number of factors, including:

- award of a plaque to Magnavox by the National Retail Dry Goods Assn., the first time that this group has ever so honored the manufacturer of a nationally branded product.

- a series of plain-spoken newspaper ads written by Freimann and covering such subjects as color television and "why you can't buy a Magnavox at a discount."

- increased agitation by some dealers for limited franchising and price protection, two of the principal features of the Magnavox marketing policy.

The Policy. In attempting to provide a dealer profit opportunity, Magnavox has adopted merchandising techniques unique in the radio-TV industry. They include:

- extremely selective franchising.

Today there are only 1200 Magnavox dealers in the entire country, well under 10 percent of the number of dealers franchised by each of several leading TV manufacturers.

- the company's merchandise is Fair Traded and dealers are expected to maintain list prices. This provision is rigorously enforced; fairly recently the firm took its franchise away from a large metropolitan appliance chain which had rolled up a fantastic Magnavox operation in only a few months. "It hurts to cut off that much business," Freimann admits, "but you've got to do it if you really believe in maintaining list prices."

- the line is sold on a factory to dealer basis with no wholesale set-up. One advantage of this feature is the low selling cost; it is under three percent in the Magnavox operation.

- there are no annual models. The current "Playhouse" set, for instance, has been in the line ever since the company began producing television, changing only to accommodate larger tube sizes.

- dealer discounts are "substantially above" general industry levels.

No Reformer. Strangely enough, Freimann, who is thoroughly convinced of the merits of these policies, is nevertheless unwilling to prescribe them as a remedy for the ills which currently beset the TV trade.

The industry has "reached the bottom of the barrel" in Freimann's opin-

Inside Story on TV



MEMBERS OF the American Institute of Electrical Engineers inspect CBS-Columbia's television receiver assembly plant in Long Island City, N. Y., while attending a recent meeting in New York. Ira Rosenthal, assistant industrial planning engineer, explains latest innovations in production line assembly.

ion, as far as price selling is concerned and he believes that flamboyant advertising and merchandising have led the public to lose confidence in the industry. But, says Freimann, what worked for Magnavox would not necessarily work for another firm.

"We are not reformers and we do not want to be giants," says Freimann. "It is possible that we would have achieved bigger volume and possibly even higher net profits had we abandoned our restricted distribution policy several years ago and tried real mass marketing of TV. But size was not our primary goal and we're happy with the type of business we are now doing."

While Freimann is unwilling to set himself up as a reformer or to criticize the rest of the industry, he feels that the rest of the trade may soon have to make some changes in its distributing policies. For Magnavox, such "evolutions and revolutions" are over, Freimann says. What remains is a process of expanding and making more effective the marketing pattern it is now using.

How It Started. Up until 1938 Magnavox was a manufacturer of components and specialized sound equipment. In that year the company began marketing consumer products under its own name to, as Freimann puts it, fill a vacuum which the trade had created. The vacuum: provide merchandise for stores which wanted a quality product on which they could hold price.

The firm has adhered to the policy of providing dealers with a profit opportunity ever since that time. Before the war Magnavox had only 400 dealers. This total grew considerably after the war, then was trimmed back somewhat to its present figure of 1200. Freimann's eventual aim: 1500 to 2000 dealers. Surprisingly enough, despite the interest in limited franchising expressed by many dealers,

Magnavox finds its franchising activity limited to some extent by the number of dealers willing to make the sacrifices in volume necessary to "sell sensibly," Freimann says.

What's Ahead. This limited distribution and the firm's lack of desire to be a giant do not imply any lack of ambition on the part of Magnavox. In television, for instance, Magnavox hopes this year to capture a substantially larger share of the market than it did last year. With its new hi-fi lines Freimann hopes to regain the spot in the radio-phono field which it forfeited several years ago to enter the TV field. The firm's radio and phonograph lines, pared down because of manufacturing limitations, have recently been expanded. The company now markets a full TV line (having re-entered the table model field), radio-phonographs, table radios (an innovation), packaged hi-fi sets and will shortly begin marketing hi-fi components.

From Magnavox, the dealer can expect a continuation of its present merchandising policies. The company will seek to perfect those techniques it has been using, and will back up its merchandise and dealers with an ambitious ad program. The firm will spend \$2 million on national and co-op ads, not an astonishing figure in itself, but impressive when related to the size of the Magnavox dealer organization and to the amount of television business which the Fort Wayne firm does.

From the dealer in return, Freimann says, the company would like to get 50 percent of his business on the lines Magnavox makes. But more important, Magnavox expects its dealers to support the merchandising policies the firm has set up. In return, Freimann believes the Magnavox dealer will stand a better chance to make money on radio and television in 1954.



FRANK FREIMANN, left, receives NRDGA award from Ben R. Gordon, executive vice-president of Rich's in Atlanta. Award was first ever made by NRDGA to manufacturer of nationally branded product.



In Chicago, it takes 2— to get the lion's share

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the ...



**CHICAGO
SUN-TIMES**

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH



PORTABILITY AND PRICE are outstanding aspects of new Super V television sets being introduced by Crosley. Set weighs 40 percent less than any other on the market and is priced at \$139.95.

Technique for Survival

Black and white TV must copy the radio industry to survive competition from color, Crosley officials say. Their technique: a radically different \$140 set

The techniques which enabled radio to survive competition from television can be used to preserve black and white TV in the face of new competition from color.

That's the opinion of L. F. Cramer, vice-president and general manager of Crosley radio and television. To survive, Cramer says, radio merely moved out of the living room, became more portable and more specialized as manufacturers developed car radios, portables and clock types. By successfully making that kind of adjustment, the radio industry last year turned out over 13 million units. A similar evolution is ahead for black and white TV. To hurry it along Crosley last month introduced a radical new concept in set design and pricing.

In mid-February dealers got their first look at the new set, called the Super V. So compact that its cabinet dimensions are scarcely larger than the face of its 17-inch tube, the set is light enough to be carried from room to room. Home fashion editors at a press preview were obviously most impressed with the cabinet styling but trade editors were more interested in the price of the set: \$139.95.

Cramer made it clear that the new set was no price leader being introduced in limited quantities and at a cut in dealer margins. The entire Crosley TV production facilities have been turned over to production of the Super V. The inference was that mass production as well as design savings were necessary for the \$140 price. Cramer said that discounts were "far better" than those on competitive price leaders and compared with regular discounts on other models in the Crosley line. Dealer reaction, he said, has been exceptionally good.

The new set incorporates a revolutionary chassis which is upright instead of vertical. It occupies one-third less space and is one-third lighter than most other 17-inch table sets. Use of dual purpose tubes has enabled a reduction of seven tubes, from 22 to 15. Controls are mounted on the right side of the cabinet.

In introducing the set, Cramer paid special emphasis to its possible use as a second or third set in the home. He pointed out that diversified programming has created the need for extra sets in the home.

21-inch Color Tube

RCA engineers are working on development of a new large size focus-mask color TV tube—possibly a 21-inch tube—and hope to bring it to a commercial production stage next year.

This was revealed recently when RCA gave out advance information on its 19-inch shadow mask tricolor kinescope to RCA tube licensees.

"We are pleased with the progress we are making . . ." said E. C. Anderson, vice president in charge of the RCA commercial department. "This new color tube will be . . . rectangular in shape. It will produce a very much brighter picture than any presently known color tube."

Anderson added that RCA's 19-inch color kinescope is expected to be commercially available in limited quantity in the latter half of 1954. He said the RCA 15-inch shadow mask tricolor kinescope is already in production as the picture tube of the first commercial color television receivers.

DuMont Television

HI-R

HIGH RESONANCE SOUND!

Sell television's finest tone, from precision-engineered circuits, quality speakers and acoustic cabinets!



HI-R

HIGH RESOLUTION PICTURE!

Sell the greatest picture accuracy, depth and contrast in television!

PICTURE and SOUND!

PLUS 20 EXTRA-VALUE SALES FEATURES ADD UP TO BIGGER SALES AND PROFITS

These are your Twenty Extra Features in DuMont Telesets*!

1. Exclusive automatic picture stabilizer to minimize picture drift.
2. Tilted safety glass and picture tube for reflection-free viewing.
3. Harmonizing metal picture mask for easier viewing.
4. Continuous adjustable tone control.
5. Heavier permanent magnet speaker.
6. Phone-jack and switch for record playing.
7. Heavier cabinet woods for better acoustic value.
8. Illuminated channel selector dial.
9. Optional one-knob 82-channel tuning.
10. Authentic decorator cabinet styling.
11. Puncture resistant speaker grille cloth.
12. Removable safety glass front for easier cleaning.
13. Dust proof picture tube seal.
14. Solid raised legs for easier dusting.
15. Thirty tube equivalents.
16. Cooler operation for longer set life.
17. Shielded chassis to prevent interference.
18. Highest quality control standards.
19. Built-in antenna.
20. Underwriters' Laboratories approval.

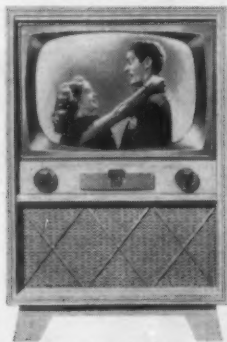
HI-R and Complete Comparison

Optional one-knob 82-Channel Tuning

Bigger and Better Dealer Discounts

Shorter Inventory... Quicker Turnover

✓ **More and More Profits for You!**



**DuMont de Luxe
BRISTOL II**

Swedish Modern Cabinet, limed oak or mahogany finish. 21-inch DuMont Self-focusing tube. Built-in antenna. Provision for UHF.

SELL THE SHORT LINE WITH THE L-O-N-G PROFITS! Put DuMont HI-R PICTURE AND SOUND to work for you! Add this extra sales boost to DuMont's Complete Comparison with *every* other make, in *every* feature, at *every* price!

Now All Your Customers Can Afford

DU MONT ... *from \$109.95*
QUALITY



**DuMont de Luxe
RUTLAND**

Traditional styling in hand-rubbed mahogany or blond finish. 21-inch DuMont Self-focusing tube. Provision for UHF. Built-in antenna.

AGAIN...THE SELECTIVE DU MONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER!

Write, wire or phone your DuMont Distributor for full details, or write to: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey. Canadian Affiliate: Canadian Aviation Electronics Ltd., DuMont Television Division, Montreal, Canada. **Prices include full-year picture tube Warranty, Federal Excise Tax. Prices slightly higher in the South and West and subject to change. *Trade Mark.

NEW!

Incomparable in Accuracy and Styling...
Most Magnificent of all Bath Scales

COUNSELOR



Coronet



Retail

\$895

Denver & West
50c higher

Model
400

SALES FEATURES THAT POINT THE WAY TO PROFITABLE VOLUME

- Monotrol Movement assures precision weight transfer
- Dependable accuracy
- Award-winning beauty
- Exclusive "3-D" panoramic lens
- Tip-proof design... scale is just 1 3/4" high
- No-mar plastic feet
- Scuff-resistant rubber mat
- Spacious platform area... 105 sq. in. of surface
- Choice of 7 colors: Black, White, Burgundy, Blue, Yellow, Green, Pink

Cellophane Wrapped

...FOR GREATER BUY-APPEAL AT THE POINT OF SALE...



Stimulates sales... keeps stock in like-new condition. Only scale with this positive, self-selling feature. Scale also comes in an attractive new gift-styled box.

THE BREARLEY CO.
ROCKFORD, ILLINOIS



COUNSELOR
PERSONAL
Scales



LIFE TEST procedure is highly important for costly and complex color picture tubes. Engineer at G-E's Electronics Park, Syracuse, N. Y., plant checks beam current on tubes in left test racks.

Color Tubes are Tested ...



PHOSPHOR PLATE must be aluminized, or given a reflective metal backing, to provide a conducting layer. It helps maintain uniform potential, prevents deterioration of color purity, increases light output.

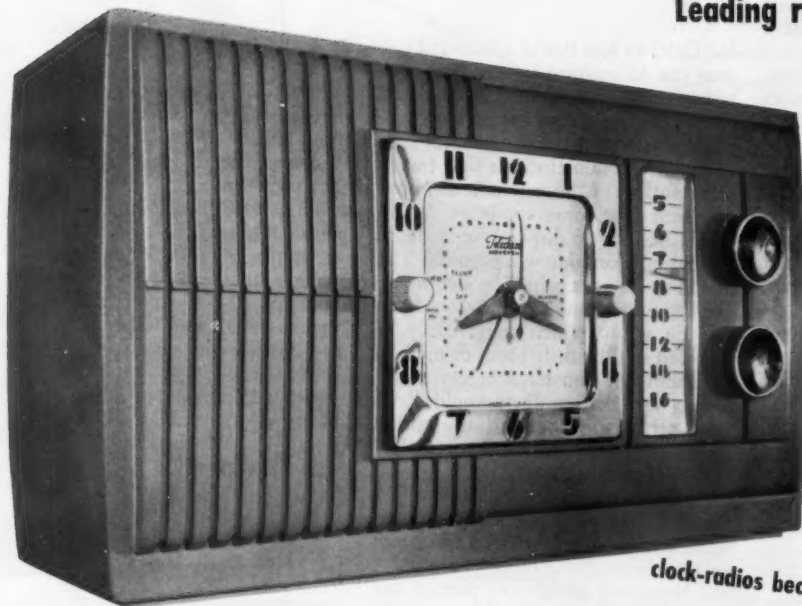
... To Insure Performance



MAGNIFIED VIEW of color picture tube screen in test set enables engineer to check any of three primary color fields on the screen for alignment and contamination by any other colors not desired.

"does the **TELECHRON** trademark on the dial influence the purchase of a **CLOCK-RADIO ?**"

Leading retailers across the country answer . . .



"Yes. Telechron clock consumer advertising has made the name synonymous with quality."

"Definitely! When Telechron timer is mentioned, it seems to ring a bell with the customer."

"Very much. We dropped _____'s clock-radios because they didn't have Telechron timers in lead price items."

Those are a few of the actual answers taken in a recent survey. Remember, these are *leading* retailers talking . . . men who are doing *volume* business in clock-radios.

They know that the Telechron trademark is frequently the additional plus that clinches the sale. That's why Telechron timers identified with the trademark on the dial, or the Seal of Accuracy, are used by 28 manufacturers on 49 different models.

Try it on *your* next clock-radio prospect. Point to the Telechron trademark. Tell him it's a Telechron clock-timer, with the same Telechron trademark that goes with the country's leading electric household clock. The Telechron trademark makes the difference that closes the sale. Telechron Department, General Electric Co., Ashland, Mass.

"Yes. Will not handle any clock-radio without a Telechron timer."



MARKETING

White Tools in the Store

To make its power tools perfectly at home in the appliance store (and ultimately in the home), Delta introduces a white model of its Deltashop

A white power tool, "dressed up" to make it look at home on an appliance dealer's floor, is now being market tested by appliance distributors in three areas.

The product is the Deltashop, a combination power tool manufactured by the Delta Power Tool division of the Rockwell Mfg. Co. The "dressing up" consists of white paint and trim items which are not found on the standard Deltashop, heretofore marketed only through the hardware trade. The market tests are designed to confirm Delta's opinion that power tools have become "appliances for men" and can therefore be marketed through appliance channels.

Delta officials think they can already make out a pretty good case for this opinion. Two of the three distributors selected to introduce the white Deltashop to the appliance trade are already distributing standard models of the unit through appliance retailers. They are Hollander in St. Louis and Roskin Distributors in Hartford. Hollander has had considerable success in distributing power tools. In Hartford, Delta officials report considerable dealer interest as the result of meetings held in the area. And, on paper alone, Delta officials think they can prove that the appliance dealer has a place in the power tool business.

Behind the Move. The nature of the product and the nature of the market they hope to tap have convinced Delta officials that appliance dealers would make ideal outlets for the Deltashop.

"Today, power tools represent a completely different market than they did a decade ago. At that time the use of power tools represented a hobby. Today, the do-it-yourself movement has taken a firm hold on the American public. It's definitely not a fad, and gives every evidence of becoming a part of the American way of life," E. W. Ristau, vice-president in charge of sales for the Delta division told ELECTRICAL MERCHANDISING last month.

"Actually," says Ristau, "power tools, particularly a combination tool such as the Deltashop, which was designed specifically for the do-it-yourself market, is a 'man's appliance'. Each year women's labor-saving appliances become a more important part of home life. Men's appliances are a natural follow-up."

Both Delta and the appliance dealer stand to gain from this innovation in merchandising, Ristau believes. The dealer will be able to offer a piece of merchandise with a stable retail price (\$229.50 in most areas) which requires no installation, service, or trade-in allowance. These factors actually tend to lengthen the 30 percent dealer discount which the Deltashop carries, Ristau maintains.

On the other hand, appliance stores would provide Delta with a retail outlet which is accustomed to handling products of this dollar volume, which can arrange terms to cover such a sale, and which have retail sales help geared to sell such high-ticket merchandise.

Why White. All these factors have



AT HOME among the other white goods on an appliance dealer's floor is this white Deltashop, combination power tool now being marketed by the Delta Power Tool division of Rockwell Mfg. Co. Consumer and dealer acceptance for the white unit is now being tested in three market areas by Delta. Company officials think picture above is typical of what might happen: the wife looks at an appliance for her kitchen while the husband looks over the Deltashop.

led Delta to feel that a substantial volume can be realized by handling Deltashops through appliance channels. (Delta's existing distribution would be continued with hardware jobbers handling distribution through that trade's retail outlets.) Company officials, however, felt that some appliance dealers would hesitate to display the standard Deltashop alongside white goods. The introduction of a white model would overcome this handicap and would also provide a unit which could easily be installed in the utility room of modern basement-less houses. A white power tool in such surroundings would blend with other appliances in the utility room and should draw no complaints from the prospect's wife.

Actually, appliance dealers handling the unit will be able to deliver both white and standard units. If the white unit clicks as Delta officials expect, it will become a permanent part of the line. If it does not, the company can return to a single, standard gray unit. Either way, the company officials think that the appliance dealer will play a bigger and bigger role in future distribution of power tools.

Price Pays Off

Ninety-five percent of the stores participating in Broil-Quik's special promotion whereby \$69.95 Broil-Quik Chefs were sold for \$49.95 reported they were sold out the first week, according to Milton Nathanson, vice president-sales.

"Stores which sold as few as 12 broiler rotisseries in a month sold more than 100 in a single day," Nathanson said. "Many stores that sold out have requested permission to repeat the sale."

National newspaper advertisements informed the public of the special promotion, which was described by Nathanson as "the most successful appliance promotion ever held."

In the Family



FATHER AND SON team representing Domestic Sewing Machine Co. are Robert R. Hull, left, district manager for the southeast division, and his father, Lance Hull, West Coast manager. Robert is Domestic's youngest district manager, Lance is the oldest.

New Crack Down

In an effort to prevent transshipping, Webcor is putting serial numbers on all of its products.

Norman C. Owen, Webcor vice president, said the factory warranty on the product will not be effective if the serial number has been removed or defaced.

"Transshipping—resale to another section of the country of merchandise after it has been shipped by the factory—is the means used by groups that demoralize the price levels of nationally advertised products," Owen said.

To permit tracing of the transshipments, Webcor will put serial numbers on every unit it ships.

Santa Comes to South America



CHRISTMAS IN CURITIBA, Brazil, finds Santa Claus arriving via horse and buggy after parachuting to earth over a local airport. Thousands of youngsters are on hand annually to greet Santa and the event is so popular it causes a traffic tie-up, says Prosdócimo, S. A., Brazilian appliance firm which sponsors the event. This picture was forwarded to ELECTRICAL MERCHANDISING by Prosdócimo representatives who read "Twelve Bright Ideas for Christmas" in the December, 1953, issue, of ELECTRICAL MERCHANDISING.

Profit by Dramatic Demonstration of the Really Different Refrigerator!

The Deepfreeze® Refrigerator

WITH DRINK-POURING AQUA-TAP AND EXCLUSIVE DISPENSADOR



The Anniversary model **Deepfreeze Refrigerator** is the answer to a demonstrator's dream! It's distinctive and definitely different. It compels America to stop, look—and BUY!

Right out on front of the cabinet is the **Aqua-Tap**—exclusive Deepfreeze feature that provides cold running water with fingertip ease! Show wonderful new Deepfreeze convenience by pouring glasses of cold water for prospects. Here is a simple, spectacular demonstration. You'll practically close sales **before you open the door**.

For real sales clinchers, show prospects the handy **Deepfreeze Dispensador**... the genuine Deepfreeze freezer compartment... roll-out shelf... swing-out, removable meat container... Electromatic or push-button defrosting... and beautiful **Emerasheen** color styling. These and many other Deepfreeze advantages dispel any doubt as to which refrigerator they should buy.

To earn bigger profits—display, **demonstrate** new Deepfreeze Refrigerators! Mail coupon today for full details.

YOU GET BIG DEEPFREEZE PROMOTIONAL BACKING LIKE THIS:

- ★ The Nation's Greatest Appliance Billboard Campaign—with local billboards coast-to-coast in key cities and on major highways!
- ★ Deepfreeze \$100,000 Home Appliance Contest—bringing you qualified local Deepfreeze prospects!
- ★ Gabriel Heatter Program—selling Deepfreeze appliances to more than 9,000,000 listeners every week! And—lie-in radio spots for your store!
- ★ Full Color, Full Page National Magazine Ads, local newspaper ads and display materials!



Exclusive with Deepfreeze— THE DISPENSADOR

- Butter Box with adjustable spread control!
- Water Compartment stores 1 gal. for Aqua-Tap use.
- Egg Shelf keeps eggs handy, protects against breakage! Permits instant inventory.
- Salad and Cheese Keeper holds small greens, fruits and vegetables—prevents cheese from drying!
- Bottle Shelf holds quart beverage and milk bottles—round or square.

THE DEMAND IS FOR DEEPFREEZE IN '54!

—Sell Anniversary Model Genuine Deepfreeze Home Freezers, Refrigerators, Air Conditioners, Electric Ranges and Water Heaters.

SELL THE TRADE NAME **Deepfreeze®**
THE SMARTEST DEALERS DO!

© Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Refrigerators, Room Air Conditioners, Electric Ranges and Water Heaters.

Send for Profit Story NOW!

Deepfreeze Home Appliances
North Chicago, Illinois

E16-334

Mail me, at once, all the facts about the new Anniversary model Deepfreeze Refrigerators, including information on the other quality Deepfreeze Home Appliances.

Name _____

Address _____

City _____ Zone _____ State _____

Cadillac

QUIK-VAK

EXCLUSIVE!
2 - SPEED
CONTROL



It pays to push Cadillac —the cleaner that pulls in sales!

Actually, nobody pushes a Cadillac Quik-Vak—neither you nor the lady whose household cleaning jobs it handles with such amazing efficiency. You display it . . . demonstrate it . . . and SHE BUYS, because this dirt-hungry Cadillac canister offers every feature she wants for fast, thorough cleaning. Namely:

- SWIVEL TOP
- BEAUTIFUL 2-TONE GREEN FINISH
- DISPOSABLE DUST BAG
- "FLOATING BRUSH" FLOOR NOZZLE
- OVERSIZE MOTOR—POWERFUL PICKUP
- MOTOR MOUNTED IN RUBBER
Reduces vibration and noise
- NO-LEAK FILTER SYSTEM
- E-Z ROLL DOLLY (Optional Equipment)

MORE PROFIT PER UNIT FOR YOU . . .

Ask us to explain our liberal discount policy and furnish complete information about the Cadillac line. Write now.

PLACE ORDERS NOW!

Get set to meet the demand created by national advertising in leading consumer magazines.

CLEMENTS MFG. CO.
Dept. A., 6650 S. Narragansett Ave., Chicago 38, Ill.

For more than 44 years, sold only by reliable dealers and distributors.

Receives "Oscar of Selling"



SOL FEIR, third from right, district manager of Du Mont's New York factory branch, is awarded the "Oscar of Selling" trophy for winning a national TV sales contest. Left to right: Irving Sarlin, manager of Du Mont's New Jersey factory branch; Phil Geth, head of the company's New York branch; Dan D. Halpin, general sales manager; James A. Farley, who presented the award; Feir; Harry Bunin, district manager for the New Jersey branch; and J. Calvin Affleck, advertising and sales promotion manager for the receiver division of Du Mont.

Mullins Guarantees 40%

A 1954 merchandising program offering qualified dealers a greater profit and increased local advertising to stimulate sales is announced by Mullins Corp.

A full 40 percent discount to all trained, qualified retail dealers handling regular Youngstown Kitchen products spearheads Mullins Manufacturing Corp.'s 1954 merchandising program intended to further explore the relatively untapped resources of the kitchen market.

It includes continued emphasis on sales training and an expanded local advertising campaign, according to C. D. Alderman, Mullins' vice president in charge of merchandising.

"It meets dealers' complaints over short discounts and poor cooperation and sales help from manufacturers and distributors," Alderman said. "It also provides for a fair price to the consumer and a profit for the distributor."

Approval of the program was given by Youngstown's distributor merchandising committee, to whom the plan was presented at a recent factory meeting. Youngstown kitchens are handled by 85 independent wholesale distributing organizations and branches in the United States and Canada.

Stable Prices. "We propose that everyone connected with our product conduct himself so there shall be no overcharges to any consumer, no unjustified price cutting by any dealer, and that there be sound merchandising by each distributor," Alderman said.

A new factory pricing structure has been established, leaving retail prices virtually unchanged by assuring consistent pricing with geographical territories, Alderman said.

With the exception of promotional items, which carry a slightly lower profit, all regular Youngstown kitchen

products come under the full 40 percent discount.

Increased emphasis on local advertising was the result of a half-million dollar local advertising campaign for the firm's new line of Diana Ensemble Sinks and Diana-style kitchens during the last quarter of 1953, which brought satisfactory results.

More Ad Money. Additional advertising funds will be available for local advertising this year, with themes and materials prepared by the factory for dealer use. This part of the program will remain flexible so that special sales problems may be met as they arise.

At the same time, the national advertising program will be continued, with full-color insertions in mass circulation magazines, said Alderman.

During the last three months of 1953, more than 3,500 retail salesmen were put through the program designed to teach the fundamentals of kitchen merchandising and kitchen planning. Youngstown has provided a formal sales training program for its retail dealers since 1941.

A new planned selling program billed as a "post graduate course" for trained kitchen salesmen was released on February 1. Dealing with fundamental techniques of selling, it includes a motion picture in four parts, with group discussion following each section.

Alderman, in reporting 1953 as the best year in kitchen merchandising history, predicted a sharp increase in the number of dealers handling kitchens this year.

FREE for EARLY BIRDS

good COMPANION easel displays



If you carry any of these Companion-advertised products, check off your brands in the boxes below. A full-size reprint of the manufacturer's ad, mounted on a convenient easel is yours for the asking. And that's not all. You receive large gum-backed displays and small hang tags suitable for window, counter and product displays . . . plus a mounted display of the editorial feature "Speedy Meals From Your Broiler."



Universal
GAS RANGES

YES ☐



TAPPAN
GAS RANGES

YES ☐



Youngstown
Kitchens

YES ☐



Whirlpool
DRYER

YES ☐



FARBERWARE
AUTOMATIC
COFFEEMAKER

YES ☐



UNIVERSAL
Steam'n Dry Iron

YES ☐



Osterizer
LIQUEFIER-BLENDER

YES ☐

DO IT NOW! Check off the display material you want. Just tear out this ad and return it to us today. Hurry! Supply is limited!

Equipment Merchandising Dept.
Woman's Home Companion
640 Fifth Avenue, New York 19, N. Y.

Please send me FREE displays featuring COMPANION-advertised merchandise checked above.

Name

Firm

Address

City Zone State



VICE PRESIDENT J. L. Johnson takes time out for a visit with George Cohen, Northeastern Distributors of Boston.



FOUNDING FATHERS Frank S. Gibson and C. J. Gibson are present for chats with distributors at the sales meeting in St. Louis.

Gibson Restores its Tap

The "ice-water" feature which Gibson inaugurated several years ago is restored to the line as the firm shows its new line to distributors in St. Louis

Gibson Manufacturing Co. showed its new line of refrigerators, freezers, ranges and air conditioning equipment to distributors at a national convention in St. Louis, February 2.

The "Ice water model", which was a Gibson refrigerator "first" several years back, was restored to that line in the 1954 presentation of new merchandise.

In addition to Touch-a-tap cold water, another spigot makes non-spill filling of ice cube trays easy. A \$20 plumbing allowance goes with the model, and first dealers who put one in are being rewarded with \$25 defense bonds. F. L. Sacha, manager of Gibson sales, also showed refrigerators with automatic and push button defrosting, and the Gibson twins, a space saving pair consisting of refrigerator and freezer, intended for small area kitchens. A bacon keeper is also new.

Room coolers were presented by J. F. Klintworth, who offered a clock control which permits operation on certain days and times, a germ killing ozone light, inch thick dust filter, and a design that permits stepping up of horsepower in an installed unit without change of the chassis. Prices range from a third hp. at \$229.95 to the 1 hp. at \$449.95.

Study Urged. Distributors were urged to use the Michael Reese hospital study which brought out that efficiency drops 40 percent when temperatures soar.

Unique promotion was the issuance of door hangers for dealers to hang around the neighborhood when an air conditioning unit was sold, so that the user might get calls from next door folk.

In the freezer field, said W. J. Browne, manager of freezer sales, the

14 cu. ft. unit is most popular and the upright is gaining on the chest type in acceptance. Food plans have lost face, he said, and the coming thing is the idea of selling on the rental plan. Gibson is offering freezers with 7, 11, 14, 18, 25 and 32 cu. ft., nine models in all.

Demonstration Kit. F. H. Fisher, manager of range sales, offered a demonstration kit which illustrates electric range possibilities. A two speed electric minute minder was a new feature. Gibson now has an oven with windows, 4 watt ozone lamps that kill cooking odors, and a warmer drawer with 150 degree heat. West Bend aluminum worth \$30 has been

worked into a special promotion program.

W. Y. Rahn, vice president of Commercial Credit Corporation, said his company expected to increase its investment in accounts receivables by \$100 million in 1954. Commercial Credit will not require that dealers have a certain net worth this year, but must have an established place of business, and expect to stay in business. Dealers must have enough cash to buy back one or two sales. His firm can extend three times as much credit as formerly, he said, and distributors should make arrangements in advance of the season. The cost of the dealer floor plan has been reduced, he said, and renewals cost only 1/2 of 1 percent. Included in Commercial Credit's service is a life insurance plan that wipes out balance due on an article in case of death.

J. L. Johnson, vice president in charge of sales, spoke on the economic outlook, as did F. S. Gibson, Jr. executive vice president. Greg Drumm described 1954 ad plans.



PRETTY GIRLS demonstrate vegetable holders at Gibson's refrigerator demonstration, presided over by F. L. Sacha.

Plug Washability

A half-million dollar promotion plugging the use of Bendix home laundry equipment in washing new "miracle" fibers has been undertaken by Bendix, Princeton Knitting Mills and the House of Swansdown, one of the country's largest manufacturers of ladies ready-to-wear.

Kicked off with a spread in the January 25 issue of "Life", the promotion is built around the Bendix-washability of a new line of Orlon fleece coats. Twenty-one leading department stores are participating in the promotion and women's specialty stores throughout the country are expected to also use this merchandising approach. Specialty appliance dealers will be able to capitalize on the promotion by tying-in with these specialty clothing stores and by making use of a wide array of special promotional material provided by Bendix.

Bendix officials emphasize that the current promotion is not experimental in nature, since local dealers and distributors had previously "enjoyed splendid results on similar high fashion activities at the local level."

Big Year Set

Stromberg-Carlson's "double-bar reled" first quarter merchandising program, including new low-priced high fidelity and 21-inch TV plus attractive lower dealer net prices to promote volume sales of 21- and 24-inch TV receivers is now underway.

R. C. Tait, president, told distributors attending a national sales conference recently that 1953 was the biggest volume year in Stromberg-Carlson history, and predicted that 1954 will show a substantial increase.

A. J. Fink, general credit manager, announced a new finance plan to meet current conditions and aid distributors and dealers in more effectively merchandising the 1954 line.

Stromberg-Carlson's first quarter advertising program is the largest in history for this period, said Stanley H. Manson, manager of advertising.

York delivers twins in '54

AND WHAT A HUSKY

"GOING-PLACES" PAIR THEY ARE!



**THE
"BABY"
PROSPECTS
WANT!**

New Double Comfort Room Air
Conditioner!

It cools without chilling, warms
without fuel—it's the miracle York
Heat-Pump Room Air Conditioner!

- ★ 17 beautiful 1954 models!
- ★ 6 models with Heat-Pump Cycle!
- ★ 10 models with Automatic
Comfort Balancer!
- ★ All models with other advanced
features!



**THE
"BABY"
DEALERS
WANT!**

- ★ Well-known, highly respected,
"York" brand name!
- ★ Distributors famed for sharing
know-how with dealers!
- ★ Liberal co-op advertising deall
tioner "Planner" chock full of
colorful, sales-pulling ads,
literature, novelties!
- ★ Biggest national advertising
campaign in York history!



Model B75MR. Magnificent new $\frac{3}{4}$ -hp.
York Heat-Pump Room Air Conditioner.
Cools when it's hot, warms when it's
chilly—at the turn of a dial. Auto-
matically maintains personal comfort!



HEADQUARTERS FOR
MECHANICAL COOLING
SINCE 1885

SO SELL THE MOST! SELL THE LEADER!

SEE YOUR YORK DISTRIBUTOR

... or mail this coupon today!

York Corporation, York, Pa.

Gentlemen:

Please rush me complete information on York 1954 Room
Air Conditioners and the York Franchise. No obligation,
of course.

Name

Firm Name

Address

City Zone State



tell me again!

People like to hear things over again. For example, even if they are familiar with Porcelain Enamel, they're likely to ask questions—and the appliance salesman can help his sales by answering them correctly. So have your story ready. Here are four commonly-asked questions and the right answers:

Q. Is Porcelain Enamel a baked-on finish?

A. No. It is made of rock-like minerals and is permanently bonded to the base metal at high temperatures (1550 degrees F). At this point the molten Porcelain Enamel actually fuses to the red-hot special enameling iron.

Q. Is Porcelain Enamel damaged by heat?

A. Since it won't melt under 1000 degrees F, Porcelain Enamel will withstand any temperature it is likely to encounter in home service. It will not burn; such things as forgotten cigarettes can't harm its hard glossy surface.

Q. Are special precautions required for cleaning?

A. No. Porcelain Enamel is not rubbed away by ordinary kitchen cleansers used to remove grease or stains. It is one of the easiest of all surfaces to keep clean. There are no tiny pores to collect dirt or moisture.

Q. Will it stain or discolor?

A. Most Porcelain Enamel today is acid resisting, and is not affected by fruit juices, alcohol, or common chemicals that often stain or destroy other types of finishes.

Remember these selling points for Porcelain Enamel on Armco Enameling Iron. Your customers will have greater confidence when they know that parts of the new appliances or housewares they buy are made of this "World's Standard Enameling Iron"—nationally advertised for 40 years.

ARMCO STEEL CORPORATION
1784 Curtis Street, Middletown, Ohio
Export: The Armco International Corporation



Dealer Meeting Via TV



OVER 12,000 Philco dealers got their first glimpse of the firm's new products via a closed circuit telecast on January 17. Here in New York, 750 dealers served by New York and Newark distributors, watch the program on a bank of TV sets scattered around the room.

Inventory Plan

A new inventory financing plan which will enable Philco distributors to release their capital to finance increased sales has been announced by William Balderston, Philco president.

Philco is investing up to \$5,000,000 in the common stock and other capital funds of Philco Finance Corp. to initiate the program, which gives distributors an all-year-round inventory finance plan.

Philco Finance Corp. has worked out the plan in cooperation with the Pennsylvania Company for Banking and Trusts, Philadelphia, and associated banks. Operations will be headed by William H. Crawford, president, formerly vice president of Commercial Credit Co.

Philco officials had in mind the rapidly growing Philco air conditioning business and home laundry equipment which Philco is offering for the first time, Balderston indicated.

Philco also has arranged expanded dealer wholesale and retail finance plans with Commercial Credit Corp., Balderston said.



TV STAR Fran Allison visits with Philco vice-president James Carmine as they await their cues for an appearance on the closed circuit TV show for Philco dealers.

All-Media Ads

RCA will use a variety of advertising media to promote its line of room air conditioners for 1954. A wide-scale dealer sales training program also has been prepared.

Leading national magazines will be used extensively for advertising, in addition to a wide range of specialty and trade publications; newspapers in key market areas; network and local radio and television; and a selection of direct mail and other types of promotional material.

Heavy emphasis will be placed, copywise, on specific engineering improvements incorporated in RCA's 1954 line of air conditioners, including such features as permanent filters, night lights, built-in thermostats, push-button operating controls, and optional heating facilities.

Chrysler Classes

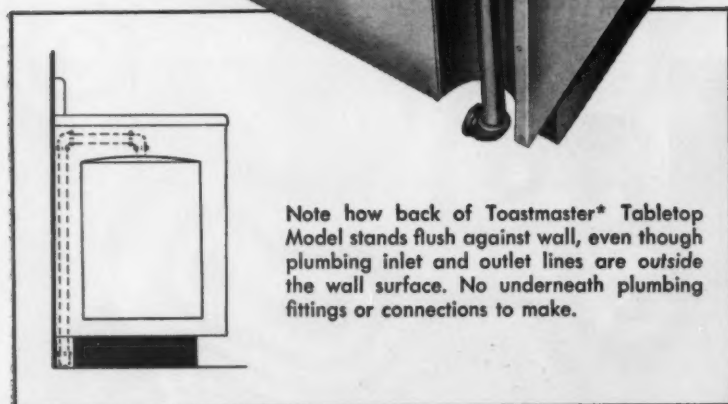
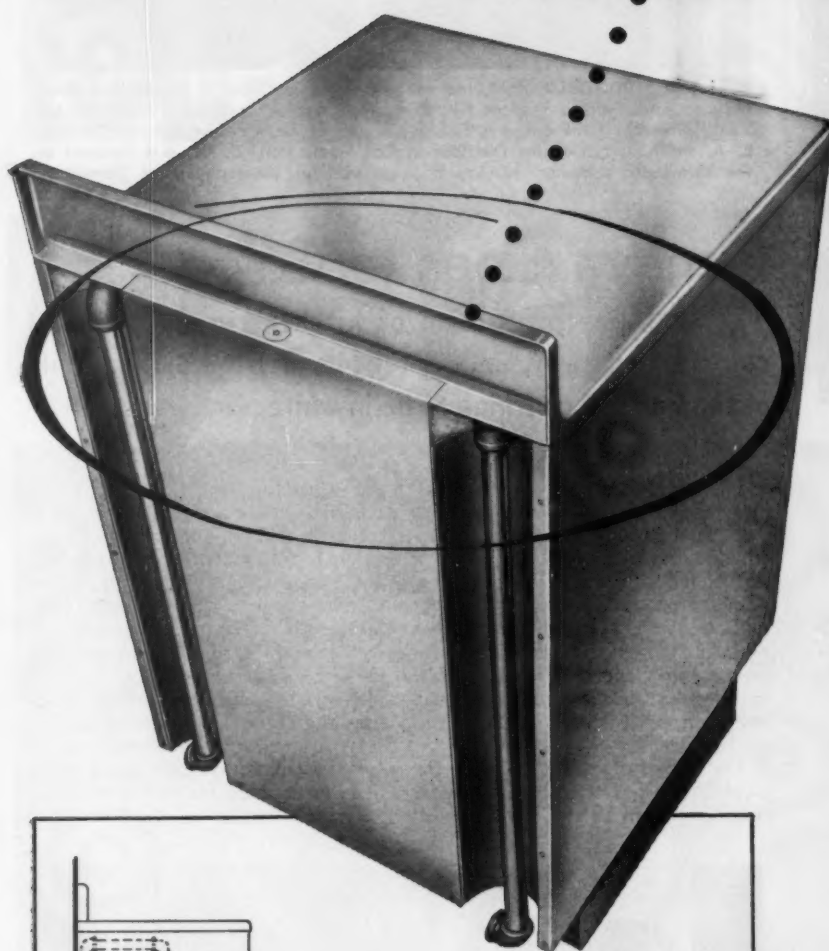
Chrysler Airtemp recently announced the expansion of its sales, application and service training programs for factory, distributor and dealer personnel.

Under the direction of Jerome A. Clarke, sales training manager, two basic programs have been instituted. For company personnel, schools for district sales managers have been increased from two terms to four. The number of refresher courses for field sales personnel also has been doubled. A course for air conditioning engineers also has been revised and lengthened, and sales trainee courses have been increased to 26 weeks.

Sixteen one-week sessions are being held in Dayton for dealer and distributor sales and service personnel. "Sharp increases in air conditioning sales volume, plus the addition of many new distributors and dealers under the revised Airtemp distribution program call for a sizeable number of trained men," according to J. F. Knoff, Airtemp vice president.

Redesigned for . . .

Easier, Faster Flush installations!



Note how back of Toastmaster* Tabletop Model stands flush against wall, even though plumbing inlet and outlet lines are outside the wall surface. No underneath plumbing fittings or connections to make.

TOASTMASTER AUTOMATIC *Electric* TABLETOP WATER HEATER

A new design feature in the Toastmaster Tabletop Water Heater series . . . to assure easier, faster installation *from the top!* Semi-tubular conduits lead from floor to convenient inlet and outlet slots immediately below the back-splash to make possible *flush* installation with *rough* plumbing! Final connections are finished quickly and easily at the top of the tank. Insulation and cover may be replaced in a matter of seconds.

Yet the newly designed Toastmaster Tabletop Model retains all the fine performance features that have characterized all Toastmaster Water Heaters for years! Life-Belt Element . . . which applies heat "gently" and efficiently over a wide area of tank surface. Tough, long-lasting, heavily galvanized tank. Fiberglas insulation throughout. Element may be inspected, removed or replaced without draining tank. And a liberal Service Warranty!

McGraw Electric Co., Clark Division, 5201 W. 65th St., Chicago 38, Ill.

TOASTMASTER

AUTOMATIC
Electric
WATER HEATERS

*"Toastmaster" and "Life-Belt" are trade marks of McGraw Electric Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" Toasters and other "Toastmaster" Products. Copyright, 1954

Here's why MORE people buy water systems made by **STA-RITE**

Motors
Sta-Rite uses only heavy-duty capacitor motors, specially designed and made only for Sta-Rite pumps. There's no divided guarantee responsibility.

Glass-Lining
...on the jets means they never rust or corrode, don't need replacing every few years. Mirror-smooth glass-surface reduces water friction, assures more water, more pressure.

Guarantee
Sta-Rite provides a guarantee good for a full year from date of installation, regardless of date of manufacture. It's the industry's most liberal guarantee.

Choice
Select and recommend a Sta-Rite pump for any purpose, any size home, any water source, any purse. Choose from the line that includes Jets, Turbines, Centrifugals, Reciprocating pumps, and a proven submersible pump.

Performance Proved in more than a million homes and farms

Customers size up these pumps—dollar for dollar. They buy and rely on Sta-Rite because they find they get more for their money. More exclusive features. A type and size to fit their pocketbook. And the most liberal pump guarantee obtainable *anywhere*. More than a million homeowners agree these are the things they want when they buy a water system. That's why they bought Sta-Rite.

And that's why you can rely on Sta-Rite to help you pocket more water system profits. Selling Sta-Rite water systems is a sure way to pump added volume and extra profits into your business. In fact, Sta-Rite water systems *can* be your highest profit item! There's sales magic in the name... sales magic in Sta-Rite merchandising. Start cashing in today. Write for more information.



STA-RITE PRODUCTS, INC. • 235 S. 8th Street • Delavan, Wisconsin
LOS ANGELES CHAMBLEE, GA. SEATTLE

STA-RITE PRODUCTS, INC.
235 S. 8th Street, Delavan, Wis.

Please send information about the complete line of Sta-Rite Pumps and Water Systems.

Name.....

Company.....Title.....

Address.....

City.....State.....

Now... Sta-Rite helps you even more... with the biggest profit-making plan of merchandising support and national advertising in Sta-Rite's history. Ask your jobber or Sta-Rite representative.



WILLARD WOODFIELD, right, manager of Damascus Electric Co. of Damascus, Md., receives Geneva Modern Kitchens' 1953 award for being "Dealer of the Year." Presenting the award is **F. E. O'Connor**, center, vice president of Geneva. **L. A. Smith**, left, Douglas Distributing Co., Washington, D. C., was honored as the distributor salesman playing a large part in development of Damascus.

Geneva Goes to Color

Full-line production of kitchens in six different colors is underway, Geneva tells its distributors, but bulk of the line will continue to be in white

The never-ceasing advance of color into the kitchen made impressive progress recently when Geneva Modern Kitchens announced a new line of six colored kitchens.

Presented as "Colors You'll Love to Live With," Geneva unveiled six basic kitchen colors at the distributor meeting in Geneva, Ill. The colors are blossom pink, butter yellow, willow green, potter's blue, dove gray and sandalwood.

The introduction of color to the Geneva line has actually been under consideration in all of Geneva's "post-war" planning, according to Geneva officials, and is the result of years of intensive research and testing of many colors to determine the best material.

Custom Colors. For some time Geneva has been able to observe color kitchens through its custom-built service enabling distributors to supply any consumer demands for colored kitchens by means of "in the field" finishing. Specifications from the factory insured a rigid control on all colors and automatically established a definite standard for further tests.

Once a kitchen had been installed,

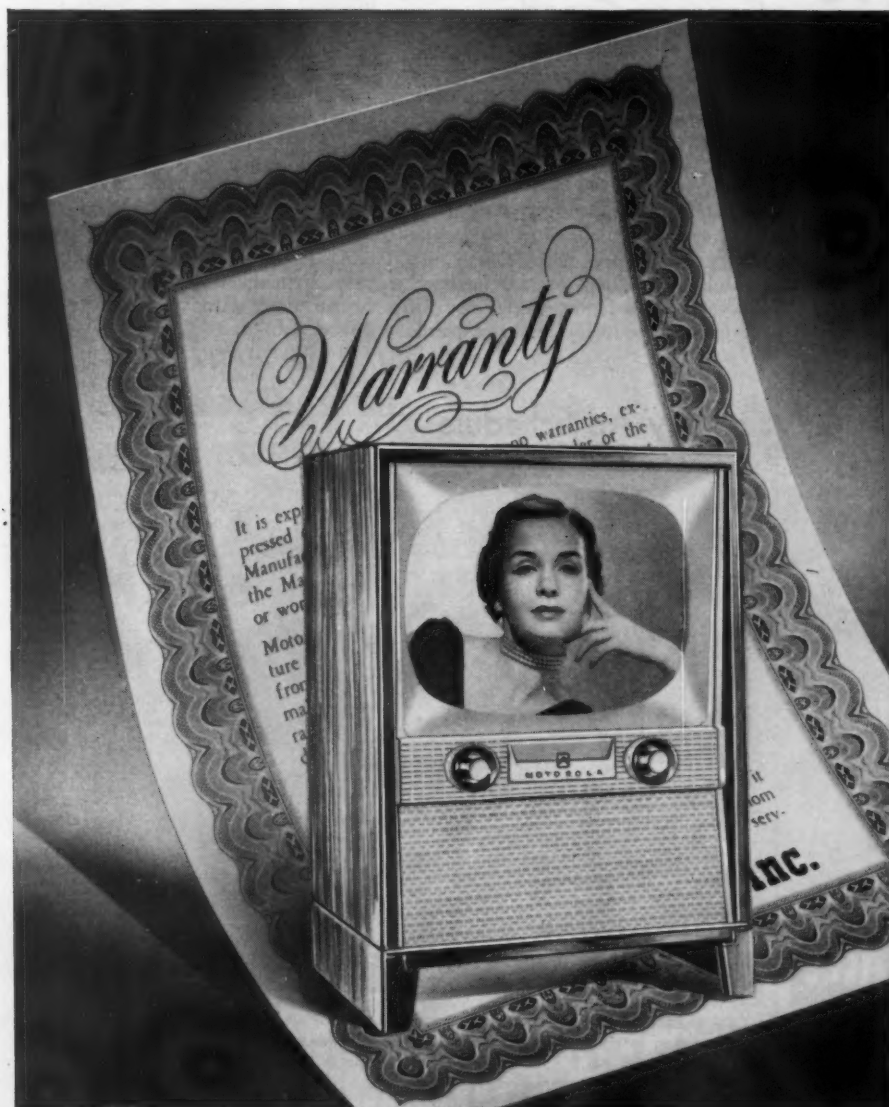


SOL D. FREEMAN, left, general manager of the Burden-Bryant Co., Springfield, Mass., distributors, accepts award of bronze plaque, top hat and silver headed cane from **F. E. O'Connor**, general sales manager of Geneva Modern Kitchens. The award named Burden-Bryant as Geneva's No. 1 distributor in the United States.

MOTOROLA ALONE

among the big four—in fact among the top twelve

BACKS YOU UP WITH A FULL YEAR WARRANTY



A COMPLETE WARRANTY COVERING ALL PARTS, ALL TUBES, PIC-TUBE!

Motorola alone has given its dealers the powerful selling weapon of a **FULL YEAR WARRANTY** on all parts, tubes and picture tube . . . *straight through the past four years!*

You asked for a fool-proof set . . . a set that would be easy to sell because of its reputation for long life, low-cost operation and minimum servicing.

Motorola gave you such a set . . . a set engineered for trouble-free performance, backed up by the longest, strongest warranty in the industry!

Look to Motorola for PLUS features like this . . . features that sell sets easier and faster, and also *keep* them sold, for greater sales and profits.

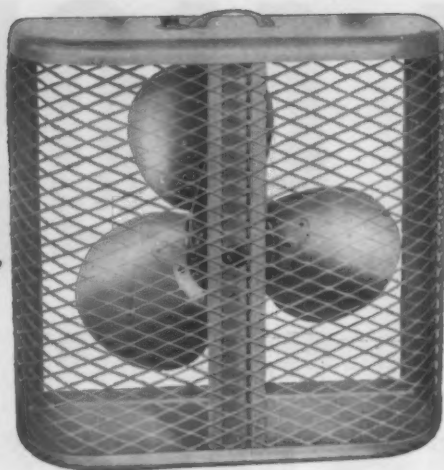
Better See The Motorola TV Hour, Tuesday Nights in Most Cities

Better See Motorola TV

World's Largest Exclusive Electronics Manufacturer

FIRST to offer a complete **FULL YEAR WARRANTY** and Stay With It Straight Through From the Start!

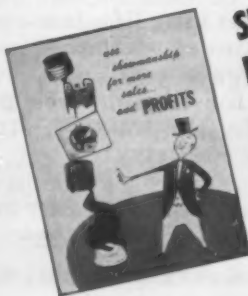
THE WARRANTY That's Easiest To Use. Simply tag any defective part with name of purchaser, model number, when and where purchased, and distributor will replace it absolutely free of charge!



the **NEW 20"** DOUBLE-DUTY
REVERSIBLE

**Sell the Fan that
Sells Itself \$49⁹⁵
ONLY**

Here's the fan that sold itself at the '54 Housewares Show because it is the outstanding DOLLAR VALUE. Get your share of the "Money in Circulation" with this Kisco Product. Order early for delivery assurance.



**SEND FOR THIS
BOOK AND
DISPLAY MATERIAL
TO BOOST
YOUR '54 SALES**

If you are interested in getting your share of the "Money in Circulation" write for your copy of "Use Showmanship For More Sales and Profits."

KISCO COMPANY, inc.

**2400-40 DEKALB STREET
ST. LOUIS 4, MISSOURI**

it became a Geneva research problem. Engineers and designers were able to test durability of the finish and obtain individual reaction to color as well.

Full-line production of colored kitchens began at the Geneva works in February, but the firm explained that the big majority of its products will continue to be in white.

Accompanying the announcement of color, Geneva unveiled its "Kitchen of Tomorrow," a new kitchen featuring Geneva cabinets finished in soft sandalwood tan with a light charcoal pattern overprinting the tan. Handles were finished in black.

Six New Products. Geneva also announced the addition of six new products to the line. Foremost among these were the new quarter-round wall cabinet and "pull out" table top. The latter features a pull out table mounted on extension slides and incorporated into a standard base cabinet.

Other items in the new product list were: the Kitchen Vent Cabinet, complete with Geneva's filter-type fan; the "Hide-away" garbage receptacle, attached on the side of the cabinet door; a new series of utility and implement cabinets, manufactured in different sizes for multiple application to the kitchen or utility room; and a can-opener bracket that folds out of sight under the wall cabinet.

Casco in Canada

Casco Products Corp. has established a Canadian subsidiary and is conducting market studies to determine the potential of the Canadian market for appliance items such as the Casco steam and dry irons and heating pads.

The subsidiary, Casco Electric Products of Canada, Ltd., is located in Bronte, Ontario, where Casco automobile lighters will be manufactured. Spotlights and fender guides also will be made there as the market expands.

Heavy Ad Schedule



CORY CORP. executives examine piles of trade journals that the company is advertising in this year. Left to right: E. J. Alexander, Jr., commercial products sales manager; N. H. Schlegel, vice president in charge of sales and advertising; J. W. Alsdorf, president; H. G. Blakeslee, vice president and general manager; and H. H. Roehm, domestic sales manager.

Scheduled Meetings

NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

Chicago, Ill.
March 8-11

SOUTHEASTERN ELECTRIC EXCHANGE

Boca Raton, Fla.
March 22-24

EDISON ELECTRIC INSTITUTE

(Sales Conference)

Chicago, Ill.
April 5-8

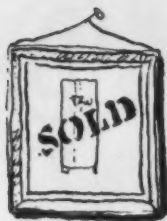
Be Kind to Banks

Distributors should work closely with banks and even invite bankers to meetings to learn first hand the distributors' merchandising methods and details about the products he sells, says D. C. Jackson, manager of the sales finance division, Fedders-Quigan Corp.

Speaking to a group of distributors, Jackson said that "it is true that bank loan portfolios are bulging and banks are no longer beating at your door for business."

"However, I firmly believe that all financial institutions are vitally interested in doing a constructive job for manufacturers, distributors and dealers. They are interested in listening to the distributors and dealers story, and I believe, they will continue to play a very important role in inventory and consumer financing," Jackson pointed out.

"It really means a lot when you have the banks on your side," Jackson said. "Don't let them down, cooperate with them in every way and you will be surprised with the job they will do for you."



DWW DWW DWW DWW

regardless of the dictionary—

these initials spell

SELL!



automatic water heaters

All the things you say about the superiority of the DWW are *selling words* — that are backed by its fine reputation — by on-the-job tests — and by recommendations from satisfied homeowners. When you tell about the abundant hot water at amazingly low cost — long, trouble-free service—and the top engineering features that assure the best that can be made—you're spelling out DWW—the initials that mean more friends, more profits and prestige.

FEATURES OF DWW AUTOMATIC ELECTRIC WATER HEATERS: Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Adjustable thermostats.

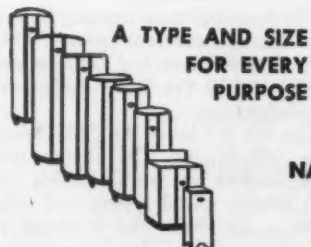
Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature and greater economy of operation.

FEATURES OF DWW AUTOMATIC GAS WATER HEATERS: Adjustable thermostat easily set for any temperature • Advanced design with latest scientific improvements • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10-year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.

- QUICK CONSTANT HOT WATER
- LONG TROUBLE-FREE SERVICE
- LOW-COST OPERATION
- HEAVY FIBERGLAS INSULATION
- MODERN SPARKLING BAKED ENAMEL JACKET
- SAFETY AND CLEANLINESS

DWW manufactures a
1 Year, 5 Year, 10 Year,
and Stone Lined Water Heater

Liberal 10 year Guarantee on
Extra-Heavy Copper-Bearing
Galvanized Steel Tanks
When Ordered With
Cathodic Protection.

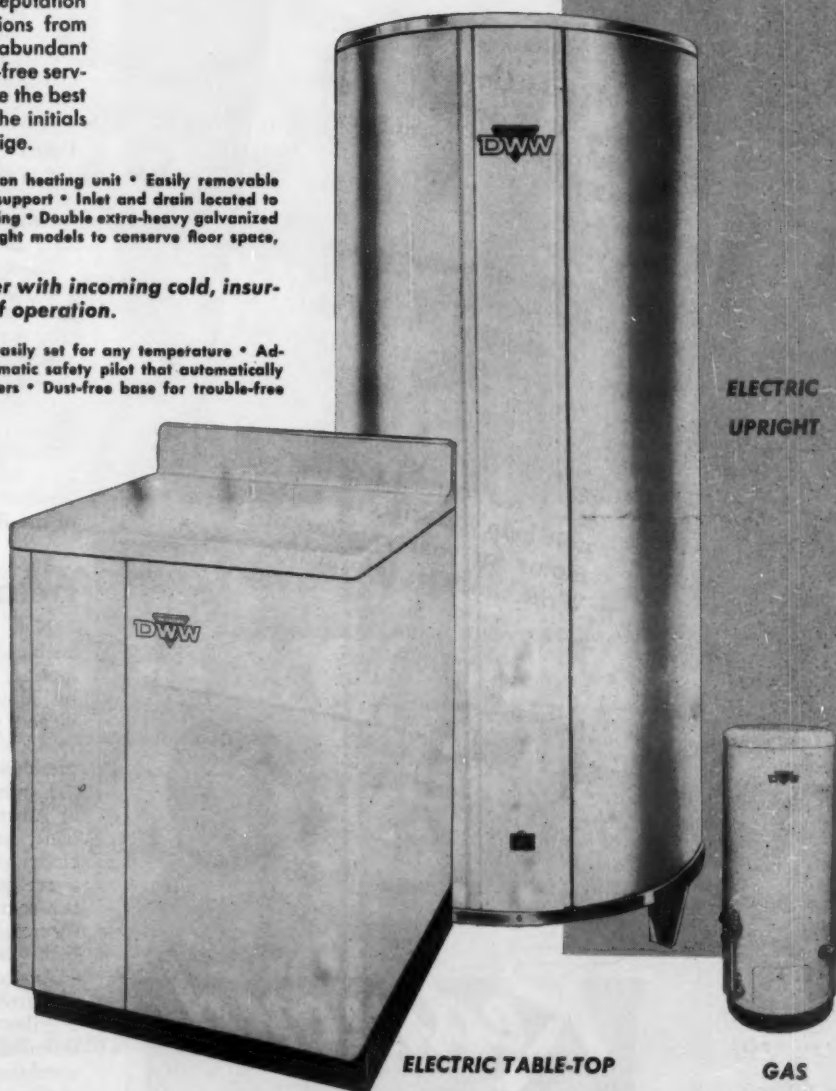


A TYPE AND SIZE
FOR EVERY
PURPOSE

NATIONALLY ADVERTISED

D.W. WHITEHEAD

ELECTRICAL MERCHANDISING—MARCH, 1954



D. W. WHITEHEAD MANUFACTURING CORP.,
1218 Walnut Ave., Trenton 9, N. J.

Redmond

THE BIG NAME IN SMALL MOTORS

Offers Manufacturers—

The latest developments
in electric motor design.
Smooth-running motors built
for long life . . . with out-
standing Tri-Flux and Uni-
Cast features.

A wide selection of motors
in sizes from 1/500 to 1/6
h.p., and blowers from 50 to
280 CFM.

25 years of experience,
specializing in efficient motor
design while making no end
product to compete with its
customers.

Let a Redmond Sales Engi-
neer help you select the right
motor for your application.
Write today for information



25th
Anniversary

Redmond

COMPANY, INC.
OWOSSO, MICHIGAN



Western Area Office: 1260 So. Boyle Ave., Los Angeles, Calif.



DEMONSTRATING ESSENTIAL steps in good kitchen planning is Russell E. Crockett, manager of dealer development for Republic Steel Kitchens. Looking on are, left to right: James D. Hesser, Paul O. Butler and Gordon Yeazel, Republic Steel Kitchen district sales representatives.

Heavy Promotion

Stepped-up advertising and promotion schedules, a series of new products and intensified dealer training highlight the 1954 sales campaign initiated by Republic Steel Kitchens.

"During 1954 we are going all out in advertising and promoting the newest name in steel kitchens," said C. K. Reynolds, manager of steel kitchen sales. "This program will include 15 or 20 national magazines as well as a full schedule in the trade papers."

C. E. Howes, general manager of sales for Republic Steel Corp.'s Berger manufacturing division, said several new items would be added to the Republic Steel Kitchens line as their production begins.

It was also announced that Russell E. Crockett, manager of dealer development, would spend much of his time in the field adding to dealers' knowledge of kitchen planning and of the Republic line.

Freezer Increase

New manufacturing facilities will enable Amana Refrigeration Inc., to increase production of freezers in 1954 by 30 to 40 percent over 1953, the biggest year in its history, according to George Foerstner, executive vice president.

Expansion of the company's plant at Amana, Iowa, is 90 percent complete, he said. New equipment includes an automatic painting system, a steel processing plant which enables the company to process its own steel for freezer cabinets from rolls, and new high-speed presses.

Amana is back-ordered on all three new freezer models introduced at the distributor level and present deliveries are on allocation, Foerstner said. "Our warehouse doesn't have a single one of these models in stock," he added.

Inventories at the distributor level also are very low, Foerstner said. Their stocks at the end of 1953 were only half of what they were at the end of 1952 and some distributors did not

have a single freezer in stock at the end of 1953, he said.

Foerstner predicted a continuing trend toward the upright freezer and said he expects this year's sales of up-rights will equal sales of chest models.

Warm Future

Half of the adult population of the United States will be sleeping under electric bedcovering within 10 years, according to R. O. Fickes, general manager of the General Electric automatic blanket department.

Addressing a recent meeting of the Linens and Domestic forum, Fickes pointed out that the industry has made great progress in eliminating consumer reluctance to give up the habit of sleeping under ordinary blankets and to try electric bed coverings.

"This year may well be the decisive one," Fickes said.

"In 1954 we expect to sell 1,000,000 units," Fickes said. "Within 10 years, if present trends continue, we should have convinced half the adult population that the electric blanket is a necessary household item."

New Ad Mat Book

A 1954 advertising mat book, offering a complete merchandising service to distributors, is being made available by CBS-Columbia.

The book contains reproductions of more than 30 different types of CBS-Columbia television and radio receiver ads for use by the firm's dealers and distributors.

The ads are keyed to CBS-Columbia's full fidelity TV theme with strong accent on the Columbia 360 high fidelity sound system and other features. Emphasis also is placed on the new CBS-Columbia models, priced to capture the second set, replacement and trade-in sale market.

The ads are tied in with CBS television and radio stars.



"Nationals save us their cost every year"

—RAYTHEON MANUFACTURING CO., Waltham, Mass.
"Excellence in Electronics"

"We use National Accounting Machines on both Accounts Receivable and Accounts Payable. Because of their many automatic features and other advantages, our Nationals save us their cost every year, thus returning about 100% annually on the investment.

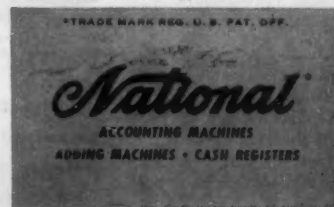
"Nationals' ease and simplicity of operation have simplified the training

of operators. Furthermore, operators are happier because they accomplish their work with less effort."

C.F. Adams Jr.
President

RAYTHEON—largest maker of marine radar, leading supplier of radio and television tubes, producer of electronic equipment for government, industry and the home.

Regardless of the type of your business, there is a National System that cuts costs, pays for itself out of the money it saves, then continues savings as handsome annual profit. Let your nearby National representative show what you can save with the National Accounting Machine, National Cash Register or National Adding Machine suited to your needs.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

The set
that
sells itself
in 46
languages!

Hallicrafters "Diplomat"



The "Diplomat"
green lizagator
The
"Ambassador"
genuine top
grain cowhide

No other portable in the world speaks so convincingly to your customers. One quick listen sells 'em on the range, tone, and selectivity of Hallicrafters. Save *your* voice: Let Hallicrafters do the talking!

radio
television

hallicrafters
"THE NAME IS FAMOUS"

high
fidelity

4401 West Fifth Avenue, Chicago 24, Ill. • Hallicrafters Ltd., 51 Camden Street, Toronto, Can.



Vent Dryer Troubles with the Dry-R-X Exhaust

Assure your dryer customers that moisture, heat and lint will be no problem . . . sell venting as part of the hook-up.

The Dry-R-X exhaust unit is the simple, economical way to vent dryers. It's all rust proof aluminum. The automatic damper is completely weather proof and self thawing.

The hood is available as a unit or in kits containing sufficient aluminum pipe and elbows for the average installation. Alternate installation can be made with the new low cost, grey Flexible Duct, now available in 6' and 9' lengths.

Ask your dryer distributor or write stating name of distributor and make of dryer you sell.

DRY-R-X COMPANY

5521 Code Ave. • Minneapolis 10, Minn.

**Quick
easy way**
to make gas connections
FOR LAUNDRIES, DRYERS,
REFRIGERATORS,
AND OTHERS



Model CT—with flared
oint for copper tubing.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U. S. A



GROUPED AROUND Dominion Electric Corp.'s spring merchandising setup are (left to right) Leonard B. Hurwitz, comptroller; Sheldon Shaffer, advertising manager; M. V. Rutherford, sales manager; Robert Shaffer, director of sales; and J. H. Miner, assistant sales manager. Theme of the campaign is "STF"—Sell The Features.

STF at Dominion

Dominion Electric Corp. this spring is starting an expanded advertising, merchandising and publicity program based on the theme "Sell The Features"—or "STF".

The campaign has two objectives, according to Sheldon Shaffer, advertising manager. They are (1) to help the retailer build appliance sales by selling exclusive Dominion features, and (2) to pre-sell Dominion to consumers through national advertising.

Full page advertisements in the shelter magazines, trade journals, and women's service periodicals, plus participation in network TV and radio will be used to back the spring drive.

Dealers will be provided with a complete merchandising campaign and attractive and expanded cooperative advertising program.

Two for Jordon

Jordon Refrigerator Co. has inaugurated a new plan whereby bonus dividends will be paid quarterly to Jordon regular distributors, rather than annually, on the basis of volume of business handled each quarter.

R. A. Terhune, vice president in charge of Jordon's commercial division, explained that the bonus dividend plan is designed not only to allow regular Jordon outlets to participate in expansion plans, but to help eradicate seasonal drops in sales.

The plan was tried out on a limited scale in November and December, 1953, when the normal business curve in commercial refrigerators drops sharply, Terhune said. "Not only did we prevent the normal seasonal dip, but the Jordon sales curve in this division moved up a few points from the previous fall month's record," he said.

At the same time, Terhune announced that the commercial division has established a new contest for its regional factory sales representatives

with trophies, plaques and merchandise gifts for those who surpass or equal minimum quotas.

Both innovations, Terhune said, are part of Jordon's expansion plans and in line with the opening of their new \$1,000,000 plant in northeast Philadelphia which begins operations early this spring.

Gibson in Canada

Gibson Refrigerator Co. and General Steel Wares Ltd., Toronto, Canada, have completed a long term agreement for the pooling of engineering and manufacturing resources.

General Steel Wares Ltd. will manufacture electric refrigerators and home freezers for the Gibson Refrigerator Co. of Canada, of which Charles J. Gibson, Jr., is president.

Expanded facilities of the Canadian firm's London, Ontario, plant will provide for the production of Gibson products in addition to McClary refrigerators, ranges, washers and dryers and the requirements of other contract customers, according to W. F. Holding, president of General Steel Wares Ltd.

Gibson anticipates an expansion in the distribution of Gibson household appliances through the 16 branches of the Canadian Fairbanks Morse Co.

Biggest Budget

Admiral Corp. has allotted \$6,500,000 for advertising of its 1954 appliance lines—the largest budget it has ever allocated for its refrigerator, freezer, electric range and room air conditioner lines.

Two complete advertising campaigns for refrigerators will get under way in April, said Seymour Mintz, vice president—advertising. They will push the "upside down refrigerator"—with large sub zero chest at the bottom.



THE BIGGEST ADVERTISING CAMPAIGN IN LAUNDRY APPLIANCE HISTORY

BENDIX DUOMATIC ADS

as different as the Duomatic itself!

(It's the only washer-dryer in the world now GAS or ELECTRIC!)

In its first year, over 60,000 Duomatics have been sold. A dramatic success—but that's just the beginning! Now back it up with this huge advertising program—with dynamic promotional activity (like the Fabulous Fabric Promotion that recently began with a spread in LIFE)—and watch sales soar in '54!



BENDIX DIALAMATIC ADS

arresting as that \$169.95* price tag!

(The lowest price for a work-free washer in the world!)

Imagine a genuine Bendix washer to sell for no more than many of the wringer washers! And it's a great washer. Only Bendix patents made it possible—patents on new ways to do the job better with fewer working parts. This is the hottest promotional appliance on the market, bar none!

... and coverage to reach every nook and cranny in the nation
... **35** great national magazines ... **86** key newspapers—with
a combined circulation totaling **98,000,000!**

**WHATEVER THE PROSPECT WANTS,
BENDIX DEALERS HAVE IT—IN THE WORLD'S MOST
COMPLETE AUTOMATIC LAUNDRY LINE!**

BENDIX ECONOMAT
World's largest-selling fully
automatic washer
now only \$229.95!*

BENDIX DRYERS
World's largest-selling
dryers—gas or electric!

**BENDIX
TUMBLE ACTION WASHER**
The washer that's famous
everywhere for safely wash-
ing practically anything!

BENDIX DIALAMATIC
World's lowest-priced
work-free washer!

BENDIX DUOMATIC
World's only Washer-Dryer all-in-one!

BENDIX

HOME APPLIANCES
PIONEER OF WORKLESS WASHDAY

BENDIX HOME APPLIANCES, AVCO Manufacturing Corp., Cincinnati 25, Ohio

*Suggested List Price

**Just what's wanted
in home incinerators!**

**IT'S CLOG-PROOF, RUST-PROOF
AND WON'T BURN OUT....**



The COLE HOT BLAST HOME INCINERATOR

meets homeowners' every demand for top value and performance. Here are just a few of the COLE features:

- Economical gas operation with exclusive, patented, air-jet combustion. Genuine refractory tile lining... rust-proof, clog-proof, permanent.
- Smokeless and odorless.
- Dependable disposal of every scrap of food, however wet.

Write today for complete specifications of both Deluxe and Standard Models.

COLE HOT BLAST MFG. CO.

3817 S. RACINE AVE., CHICAGO 9, ILLINOIS

You'll make more money on appliance trade-ins with the Blue-Book Twins



Show your customers the Blue Book value on used appliances. It will save you money on trade-ins and boost your margin.

The appraisal forms and the article on "Horse-Trading" makes both books an even more valuable aid.

**KITCHEN APPLIANCE
TRADE-IN BLUE BOOK**
Refrigerators • Freezers
Electric Ranges • Gas Ranges

**HOME LAUNDRY
TRADE-IN BLUE BOOK**
Washers • Dryers
Ironers • Vacuum Cleaners

USE THE TWINS ON TRADE-INS

Order copies of each for every salesman, NOW!

Please send me _____ copies of the KITCHEN APPLIANCE BLUE BOOK
and _____ copies of the HOME LAUNDRY BLUE BOOK!

M \$5.00 Per Book Total cost \$_____
\$7.00 Per Set

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

*Postage paid on CASH orders. Check _____ Money order _____ enclosed.

NATIONAL APPLIANCE Trade-In Guide Co. 2132 Fordem Ave.
Madison 1, Wis.

Ebco Education



DISTRICT MANAGERS Walter McDaniel, southwest, and J. H. Harris, midwest, get the pitch on Ebco's new expanded sales and advertising program on Oasis water coolers and dehumidifiers from A. E. Bezer, right, of the New York office. Theme for 1954 is "Steps to the Sale."

Markets Analyzed

A special market report which projects 1954 appliance sales estimates in all 48 states and 170 metropolitan areas has been drawn up for NARDA by economist Richard E. Snyder.

The copyrighted report predicts total appliance-radio-TV sales volume will be \$3,806,000, in 1954, down \$263,000 (6.5 percent) from the projected figure for 1953. Appliance dealers should get 2.28 percent of the total U. S. retail sales this year, the report says.

The forecast is based on analysis of long-term cycles and monthly seasonal patterns in the appliance-radio-TV dealer experience and also takes into consideration many other economic factors such as population, gross national product, industrial production, residential construction, wages, and consumption expenditures.

The report breaks down the national 1954 estimate into state segments for the benefit of manufacturers

who budget their sales by states, and the state figures were in turn summarized by regions.

The report further breaks down projected sales according to metropolitan areas, which Snyder estimates make up 64.10 percent of the total U. S. sales by all dealers. These estimates, he says, make it possible for manufacturers to allocate sales effort and shipments to the "hottest" markets; for distributors to estimate dealers requirements in their territories; and for dealers in each area to find their share of area sales potential by percenting their 1953 sales to the 1954 estimate, after adjusting for a decline of about six percent.

The 1954 metropolitan area estimates were projected from 1948 census figures by the use of annual trend indicators reflecting general business activity, retail trade, dealers' sales taxes and other correlated factors providing helpful data.

The report is available at \$10 per copy.

Kitchen Classroom



BEAUTYCRAFT KITCHENS conducts its own training schools to develop specialists in kitchen salesmen. Here factory instructors Art Milton and Al Bobbett tell a typical class how to sell features of Beautycraft products during school session.

RCA has everything you need to make 1954 your biggest year yet in Air Conditioning



All the Sales Tools you need to go after more air conditioner business in a big way! Check the RCA Air Conditioner promotional material below. You'll agree—RCA helps you find prospects—RCA helps you clinch sales!

All the Advertising you need to focus customer interest on the RCA Air Conditioners you carry. In top national magazines—in newspapers—on radio and television! Millions of people will read and hear about the outstanding features in new RCA Air Conditioners for 1954.

All the Prestige you need to make selling easier. The RCA name is known, respected. Your customers know that if it carries the RCA trademark it's the best they can buy!

Ask your RCA Air Conditioner Distributor about this Sales Promotion Material:

- DELUXE DISPLAY
- DISPLAY STAND
- FLASHER DISPLAY
- LINE FOLDER
- SPECIFICATION SHEETS
- POCKET SALES MANUAL
- CAPACITY CALCULATOR
- WALL CHART
- STREAMER AND PENNANT KIT
- SATIN BANNER
- CAR CARDS
- DECALS
- ILLUMINATED SIGNS
- WINDOW SIGNS
- DIRECT MAIL CAMPAIGN
- NEWSPAPER MAT ADS

You'll feel better selling
RCA AIR CONDITIONERS

RADIO CORPORATION OF AMERICA



the
swing
is to
TABLE

MODEL TV



Model TT-30
23" x 32"

Model TT-40
34" x 33"

The rotating table that has everything for sales appeal, produces exceptional volume.

The Best TV Tables Mean More Profits to You

The public is too aware of the prospect of color television to purchase consoles . . . this year the trend will be to table models . . . more than ever before.

You can increase your volume by selling "UW", the quality line of TV tables . . . and . . . "UW" tables will help you sell MORE TV TABLE MODELS. Write for illustrated literature on our complete line.

Shipped KD; packed individually.

"UW" tables are sold exclusively through recognized distributors.

Universal WOODCRAFTERS Inc.
of LA PORTE, Indiana

The Nation's Leading Furniture Specialists to the Radio and Television Industry

NEW SALES SENSATION!



Port-A-Phone
the portable
WIRELESS intercom

every home, farm, office, business is already wired for Port-A-Phone . . . each a live prospect for volume sales . . . just plug in and

talk and listen WITHOUT WIRES

SELL these low-saturation markets:

- * FARMS, STORES, BUSINESSES
- * INDUSTRY
- * HOMES
- * PUBLIC BUILDINGS

Low-priced for mass sales . . . Two units, complete, ready to use . . . suggested list price, only \$84.50 pair. Additional units \$42.25 each (slightly higher west of the Rockies and in the South)

Available at leading distributors everywhere. Write for "hard-hitting" sales literature. A few choice territories still available for experienced representatives.

FEILER
ENGINEERING & MFG. CO.
8026 N. Monticello Avenue • Skokie, Illinois (Chicago suburb)

★ "HUSH-O-MATIC" SILENCER eliminates electrical noise

★ NO WIRES . . . NO INSTALLATION

★ JUST PLUG IN

★ DESIGNED TO BLEND with any furniture

★ COMPLETELY PORTABLE

★ WORKS ON STANDARD AC or DC CURRENT

★ ECONOMICAL TO USE

First of its Kind



REMINGTON'S first one-half horsepower window-model air conditioner to come off the new production line at Auburn, N. Y., is crated and readied for shipping. Inspecting the unit are Herbert L. Laube, third from left, president of Remington, and factory personnel.

Race for Riches

Americans Kitchens is sponsoring a "Race for Riches" dealer incentive contest offering an all-expense paid trip to Indianapolis for the 1954 Speedway 500-mile race May 31, says C. Fred Hastings, sales manager.

Any American Kitchens dealer will have a chance to win one of the 200 excursions, which includes a round-trip airline ticket, a box seat at the races, accommodations in a hotel, planned meals and a trip to Connersville, Ind., for a tour of the plant.

Distributors are accepting dealer's entry blanks for the contest, which is scheduled to run until May 1, or until 200 dealers qualify.

"The modest sales and sales promotion requirements a dealer must attain to win are very little higher than any good dealer would normally find necessary to a successful business," Hastings said.

Build-it-Yourself

The William L. Gilbert Clock Corp. has announced introduction of a "hobby kit"—boxed electric clock components which the consumer can assemble.

Plugged as the latest development in the "do-it-yourself" vogue, the Gilbert "Build-Your-Own" electric clock kit contains all the working parts and detailed drawings for proper assembly, plus necessary tools and a capsule of special clock oil.

Gilbert officials says the clock kit "challenges the dexterity and mechanical know-how of the do-it-yourself hobby fans age nine to ninety, yet not too complex for the average intelligent youngster."

The kit contains standard Gilbert parts for a 60-cycle AC current of 105-120 volts, with a four and one-half inch dial and convex crystal according to officials.

Tel-A-Story



DEMONSTRATING the new sales aid devised by Trio Manufacturing Co., the Tel-A-Story color film projector, is Harry A. Kopps, Trio's president. Also attending the meeting of Trio reps are J. L. Wade, manager of Trio, second from left; and Paul Mathis, advertising manager, at far left.

PEOPLE



Armstrong Dies

Major Edwin H. Armstrong, inventor of FM radio and three widely-used radio circuits, plunged to his death from his 13th floor apartment in New York February 1.

The famed inventor, who left a note addressed to his wife, Marion, his sole survivor, was 63.

Major Armstrong developed his frequency modulation system in 1933, and recently invented a "multi-plexing" system whereby more than one signal can be sent out on any frequency, with separation of signals at the receiving end.

Three circuits which Major Armstrong invented were the regenerative circuit, in 1913, father of the present-day speaker model radio; the super-heterodyne circuit, in 1917, now used by most radio and TV manufacturers; and the superregenerative circuit, in 1922, which made possible two-way police radio.

Major Armstrong was associated with Columbia University during much of his life and maintained his own experimental radio station in Alpine, N. J.

Blees Resigns

W. A. Blees, vice president of Avco Manufacturing Corp., resigned last month. He announced he planned to return to his home in Los Angeles to look after his interests there.

Prior to his association with Avco in 1948, Blees had been with Consolidated Vultee Aircraft Corp.; a vice president of Young and Rubicam advertising agency, general sales manager for auto sales of Nash-Kelvinator, president of the General Motors Accounting Co., vice president in charge of sales for Pontiac, and vice president in charge of sales for Buick, Oldsmobile, and Pontiac.

He will continue to serve as a consultant to Avco.

Ring Dies

W. W. Ring, assistant to the vice president in charge of consumer products for Westinghouse Electric Corp., died in Pittsburgh of a heart attack January 20 following a short illness. He was 48.

Ring joined Westinghouse at East

Pittsburgh in 1931 as business manager of the Electrical Journal, a former Westinghouse publication. From 1936 to 1939 he was associated with the McGraw-Hill Publishing Co. as regional sales representative in Cleveland.

Ring rejoined Westinghouse in 1939 as sales promotion manager for central district sales office. In 1949 he was named assistant to the vice president in charge of consumer products, the post he held at the time of his death.

G. F. Hessler Dies

George F. Hessler, vice president in charge of sales for the Graybar Electric Co., New York, and a past president of the National Association of Electrical Distributors, died in Venice, Fla., February 1 at the age of 64.

Hessler, who had received the James H. McGraw award in 1952 for his assistance in formulating regulations of the Office of Price Stabilization, had been with Graybar for 48 years. He became general sales manager in 1940 and a director the next year.

Hessler was president of NAED in 1952-53 and also had been head of its Washington committee formed during World II to interpret basic war needs to the electrical industry.

Form Firm

M. Robert Wilson, former sales vice president of Hallicrafters Co., and C. Robert Steltenkamp, former president of the Chicago Sales Engineering Co. have announced formation of Steltenkamp, Wilson and Associates, a new management consultant firm in sales and distribution.

Wilson was general sales manager for Thor before his association with Hallicrafters, while Steltenkamp also was with the Thor organization in the refrigeration division.

The new firm will specialize in management problems dealing with food processing, retail food selling, housewares, radio-television and major appliances.

Female First



LUCILLE ACKERMAN, Lewyt sales manager for the Silkworth Distributing Co., Flint, Mich., accepts gold cup award from W. W. Silkworth, president of the company, for outstanding sales results. Mrs. Ackerman is a veteran prize-winning saleswoman.



ELECTRIC HOUSEWARES

TWO GREAT COFFEE-MAKERS!



Fully Automatic Electric Percolators

STANDARD 8-CUP

No. 1942 \$9.95



THRIFT-O-MATIC

No. 1941 \$8.95

3 to 5-Cup

So Beautiful

No Wonder They Sell So Fast!

The line that puts your Department on a steady, growing, profitable basis! Beautifully designed to sell in volume . . . Priced so they DO Sell in volume! Be the leader with these EMPIRE Leaders!

NEW "EMPIRE" Automatic Percolators

—in distinctive design . . . with the FLAVOR SELECTOR! Makes YOUR coffee as YOU like it!

New No. 1961—3 to 5 Cup "Thrift-O-Matic" \$9.95

New No. 1962—Standard 8-Cup \$11.50

AND—The NEW Chromed Copper 8-Cup exquisitely designed Automatic Percolator with ALL these Sales-Building Features:

- Fancy Non-Drip Teapot-style Spout
- Flavor Selector . . . Coffee as YOU like it!
- Signal Light.

No. 2012—Priced for VOLUME—Only \$21.95

WRITE TODAY For Catalog & Prices

Another Fast-Selling



Time and Labor Saver!

ELECTRIC TABLE GRILL

. . . teams up with the "2-Cup Coffee-Quickie", "Perco-Drips", Food & Baby Bottle Warmer, Hot Plate, and the sensational Empire Automatic Percolators to bring you the most complete line of profitable Electric Housewares you can feature!



A chrome-plated beauty, with 130 sq. in. grilling surface — interchangeable grids — heat indicator — removable dripping pan. No. 788—\$15.95 List.

The METAL WARE Corporation

200 Fifth Avenue
New York

TWO RIVERS, WIS.

Merchandise Mart
Chicago

what!

Better than ONE OUT OF EVERY TEN
automatic toasters made in the
United States are Son-Chiefs!

why?

Demand! They're
beautifully styled — excellently made — and
low priced! Which is why we can proudly tell you
that Son-Chief automatic toasters have one of the
lowest return ratios in the entire industry!

Like to have the full story? Then write or wire us today.

SON-CHIEF *Electrics, Inc.*

WINSTEAD, CONN.

TOASTERS • IRONS • WAFFLE GRILLS • FRYERS

In Canada: SON-CHIEF ELECTRIC, 64 Wellington St. W. Toronto

There's an art
to carrying
appliances, too!



SLINGABOUTS
FOR APPLIANCE PROTECTION

Protect those mirror finishes! Prevent accidents to handlers!
Avoid damaging customers' premises! Use Webb Slingabouts—
durable, water-repellent canvas jackets. Flannel lined to prevent
scratches. Thickly padded to cushion shocks. Equipped with
handslings for easy lifting. Slingabouts slip on quickly—give
years of service. Ask about Wrapabouts for Radio and TV sets.

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.
Send Slingabout or Wrapabout prices for Model # _____

Name _____ Make _____
Address _____ Check _____
City _____ State _____ (please specify)

Steuber Dies



ROY E. STEUBER, president of 555, Inc., large Arkansas distributors, died of a heart attack in his home in Little Rock recently. He was 62. Steuber founded the company in 1917 as an automobile retailer. He expanded into appliance distribution in 1930.

Gibbons Dies

Tom Gibbons, director of advertising and sales promotion, Coleman Co., died January 24 as a result of injuries received in an auto accident.

Gibbons, 40, was injured January 3 near Enid, Okla., while driving from Texas to Wichita at the end of the New Year holidays. He died in a hospital in Enid three weeks later.

Gibbons formerly had been advertising manager for Magic Chef, Inc., and director of marketing for Caloric Stove Corp. He was active in several gas industry groups.

All-Star Lineup

Magic Chef, Inc., has announced its all-star sales lineup for 1953. Top sales representatives included F. L. Lore, Atlantic; G. H. Schultz, Central; C. P. Lukens, eastern; D. R. Neftzger, northern; P. E. Taylor, southwestern; L. W. Earl, southwestern; W. W. Gaterman, commercial sales; J. M. Bayer, St. Louis manager; E. B. Hammer, central manager; and K. O. Dupree, southeastern manager.

Best Baker



MRS. FRED DIGBY, housewife of Oakland, Mo., shows the Kelvinator range which she used to bake prize-winning cakes. Mrs. Digby won first place in a cake baking contest in Missouri recently.

SAVE \$2¹⁰

on every
delivery



WITH THE **EASLOAD**
APPLIANCE TRUCK

Send one
man
instead
of two

SAVE THE COST OF AN EXTRA MAN
by using an Easload Truck. It
balances the load... slides up or
down stairs or in and out of trucks.
Has belt and ratchet type cincher.

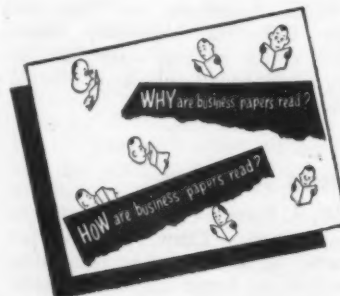
Rubber pads protect finish. Large load balancing
wheels (10x2.75 cushion tires) have two positions
controlled by foot pedal
lock. Note two small
wheels at toe of truck.
Save on deliveries;
order an Easload
today!... only

\$53.50
FOB Los Angeles



IT BALANCES THE LOAD

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, Calif.



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710, 330 West 42nd St., New York 36, N. Y.



HAROLD E. SCHILTZ



M. E. FOLTS

Harold E. Schiltz has been appointed merchandising director, and M. E. Folts has been promoted to the post of sales promotion manager. An additional appointee is Joseph S. Hoover, who in addition to his other duties will assume charge of the company's public relations department.

Recent regional appointments include Earle Rogers as area manager for the special products division in San Francisco; Jack A. Toole, in Omaha, Nebr.; William H. Burns in Kansas City; and H. G. Bixler in Pittsburgh.

Motorola, Inc.



DAVID H. KUTNER

David H. Kutner has been appointed as director of advertising succeeding Ellis L. Redden who has resigned.

Ben-Hur

Ralph K. Zickert has been appointed eastern regional sales manager, and E. F. Jackson takes over a like post covering the western region.

New Positions

Admiral Corporation



HAROLD D. CONKLIN

Harold D. Conklin, vice president and general manager of Admiral Distributors, Inc., Admiral distributing branch in San Francisco, has been promoted to the post of general sales manager for the parent Admiral Corporation.

Coolerator Company



STANLEY LUKE

Stanley Luke has been appointed president of Coolerator Co., it has been announced by W. H. Harrison, president of International Telephone and Telegraph Corp. Luke has been with Coolerator since 1945, during which time he has held positions both in the United States and abroad.

Raytheon Manufacturing Co.



JOHN H. KELLY

John H. Kelly has been named as general sales manager of the television and radio division of Raytheon. Kelly was named to the post from his former assignment as sales manager of Raytheon Distributor, Inc.

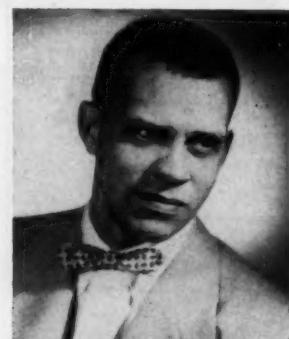
Dearborn Stove Co.



E. S. KLEINMANN

E. S. Kleinmann has been elected vice president and named general sales manager for the company.

Avco Manufacturing Corp.



FRED GREGG

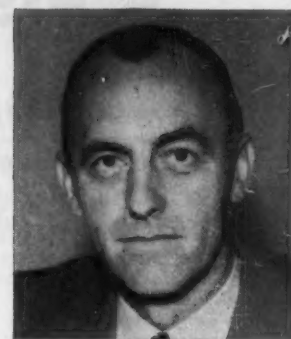
Fred Gregg, director of promotional activities for Crosley Broadcasting Corporation has been reassigned to direct all advertising and sales promotion in radio and television for the Crosley division of Avco.

Sessions Clock Co.



HOMER D. SCHOEN

Homer D. Schoen has been named sales planning manager for the company's clock sales division.



JOSEPH B. ELLIOT



ROBERT A. SEIDEL

Five executive appointments have been announced. Robert A. Seidel has been named as vice president of the corporation's sales and service subsidiaries division. Joseph B. Elliot becomes executive vice president in charge of the consumer products division; and W. Walter Watts, Dr. Elmer W. Engstrom, and Charles M. Odorizzi assume like titles in charge of the electronics products division, R. C. A. Laboratories division and the newly consolidated corporate staff, respectively.

Reo Motors, Inc.



THOR O. LOE

Thor O. Loe has been appointed sales manager for Reo Motors' Lawn Mower Division. Loe most recent post has been as mid-west regional manager.

Coleman Co., Inc.

Establishment of a western zone office in Omaha, Nebraska has been announced with Charles O. Slaby as zonal manager.

3 big SPECIAL OFFERS!

These professional selling fixtures
boost tool sales... lower selling costs!

The latest in self-selection tool selling!
Ends confused tool display. No
jumble. No hidden merchandise.
Speeds sales, lowers selling costs.

Sturdily constructed to last. Beautifully
colored to catch the eye. Shelf
strips provided for price marking.

Each fixture gives you a power tool
department in minimum space.

And each assortment is the biggest
dollar-value in the portable power
tool business! Check your price
sheets and you'll agree. Then—better
mail the coupon, today!



OFFER "A"
You sell for \$416.20
You buy for \$299.95
You make \$116.25

YOU GET ALL 22 ITEMS SHOWN HERE

6 Wall-Shops	1 Saw case
4 1/4" drills	1 Comb. saw case & table
1 1/2" drill	1 Illuminated fixture
3 Power saws	1 Illuminated sign
3 Zip saws	22 "Power Tool Guides"
1 Polisher kit	



OFFER "B"
You sell for \$264.45
You buy for \$199.74
You make \$ 64.71

YOU GET ALL 15 ITEMS SHOWN HERE

4 Wall-Shops	1 Polisher kit
3 1/4" drills	1 Illuminated fixture
1 1/2" drill	1 Illuminated sign
2 Power saws	15 "Power Tool Guides"
2 Zip saws	



YOU GET ALL 8 ITEMS SHOWN HERE

1 Wall-Shop	1 Zip saw
2 1/4" drills	1 All-metal fixture
1 1/2" drill	1 Illuminated sign
1 Power saw	

You sell for .. \$138.75
You buy for .. \$ 99.95
You make ... \$ 38.80



PORTABLE ELECTRIC TOOLS, INC., 320 W. 83rd St., Dept. EM 34, Chicago 20, Ill.
In Canada: Portable Electric Tools, Ltd., 425 Birchmount Rd., Toronto 13, Ont.

☐ Please send full details on your 3
Special Portable Power Tool Offers.

☐ Have representative call.

Name _____

Address _____

City _____ Zone _____ State _____

NEW POSITIONS

Pilot Radio Corp.



EDWIN CORNFIELD

Edwin Cornfield has been appointed
as sales manager for the corporation.
Cornfield joins Pilot after serving as
general manager of the Hudson Radio
and Television Corporation of New
Jersey.

Philco Corporation



RAYMOND A. RICH



MORGAN GREENWOOD

Raymond A. Rich has been ap-
pointed vice president and general
manager of the refrigeration division,
succeeding John M. Otter. Other re-
cent appointees includes Morgan
Greenwood to the post of advertising
manager; Samuel N. Regenstrief,
as vice president in charge of manu-
facturing, refrigeration division; Larry
F. Hardy, vice president in charge of
product development; and John M.
Otter, vice president in charge of the
consumer products division.

Servel, Inc.



LEWIS D. EASTMEAD



EMIL P. NENSEL

Lewis D. Eastmead, household re-
frigerator product manager, and Emil
P. Nensel, water heater product man-
ager, have been assigned additional
sales management duties. Eastmead's
additional duties will be as product
manager of Servel's freezer line, while
Nensel will take over like duties for
the company's refrigerator line.

Ray-O-Vac Company



W. C. WEEKS

W. C. Weeks has been appointed
sales manager for the company.
Weeks, formerly eastern divisional
sales manager will make his head-
quarters in Madison, Wisc.

General Mills, Inc.

James S. Fish has been named as
assistant director of advertising. Fish
had previously served as merchandis-
ing manager for the home appliance
department.

Ironrite, Inc.

Ednamae Wesala has been ap-
pointed assistant to the director of the
Ironrite Institute of Ironing.

Automatic Vents for all CLOTHES DRYERS

Use the best by actual test

THE ORIGINAL LAUND-R-VENT

1. Aluminum Construction
2. Friction Free Damper
3. No Rust or Ice Worries
4. Retards Down Draft
5. Easy to Install
6. 3" Vent \$2.55
7. 4" Vent \$2.97
8. Complete Kits Contain
 - a. Laund-R-Vent
 - b. Three 24" lengths pipe
 - c. 2 adjustable ells
9. Special Kits Available

Completes your installation
See your jobber or write

COLE-SEWELL Engineering Co.
2288 University Ave. St. Paul 14, Minnesota

★★★★★★★★★★

Dutro "SPECIAL" Model 1200

APPLIANCE TRUCK

★★★★★★★★★★

SPECIAL LOW PRICE \$29⁵⁰

including strap and buckle (FOB shipping point) Lower by far than any comparable truck regardless of make!

★★★

More rugged, more sturdy, yet no heavier than conventional trucks. Specially constructed to withstand most abusive use. Handholds where you need them. Barrel shaped cross bars for round or square appliances. Face of truck covered with a durable non-marring rubber. Hardwood skid bars practically recessed in channel steel frame—saves damage to stairs.

Write for literature and name of nearest jobber

Dutro Company
3110 Adeline - Oakland, Calif.
JOBBER INQUIRIES INVITED
ATTRACTIVE FREIGHT ALLOWANCES

NEW POSITIONS

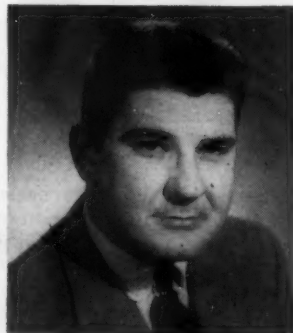
Majestic Manufacturing Co.



E. D. RUSSELL

E. D. Russell has been elected vice president and director of sales for the company. Russell recently joined Majestic as sales manager of the new products division.

F. E. Myers Co.



EVERETT M. MYERS

Everett M. Myers formerly sales operations manager has been elected vice president in charge of sales by the company's board of directors.

Dominion Electric Corp.



SHELDON SHAFFER

Sheldon Shaffer has been appointed advertising manager for the corporation. Shaffer had previously been factory sales representative.

Magic Chef, Inc.

Two new sales divisions have been created in the Pittsburgh and Cincinnati areas. E. W. Link and E. L. Massing have been named managers of the respective divisions.

Whirlpool Corporation



ROY HOWARD



JACK SPARKS



JACK SULLIVAN

Roy Howard has been named to head all advertising and sales promotional activities as merchandising manager. Jack Sparks becomes national sales promotion manager and Jack Sullivan, advertising manager.

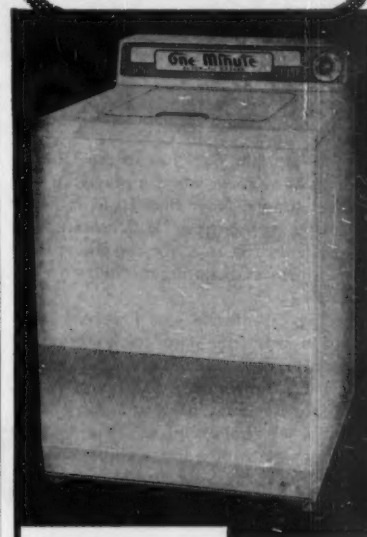
Broil-Quik Company



PHILIP TUTEUR

Philip Tuteur, formerly president of the Premier Vacuum Cleaner Co., of Canada, has joined the company as general sales manager.

The
Aqua-matic
BALANCED
SPIN
makes the
difference



At left Aqua-matic balanced tub that gives faster, smoother spin, leaves less water in clothes. Agitator gives 220° washing action.

One Minute

● Here is the hottest sales feature in automatic washers. It's the completely new Aqua-matic balanced spin. The Aqua-matic principle positively eliminates vibration, dries clothes faster because it can spin faster. Leaves clothes cleaner. This sensational development is distinctive with One Minute. It gives customers the most revolutionary advance in automatic washers. Write for complete money-saving facts on this amazing new model One Minute automatic.

Also ask about the Complete One Minute Line.

ONE MINUTE WASHER CO.
KELLOGG, IOWA

Even if you
do know a
tweeter
from a
woofer
but still
don't
give a
d__n

Here's a set that puts you in the Hi-Fi business as quick as you can plug it in—it's that simple. Now that Hi-Fi is becoming big business, Hallicrafters, known from the start for the finest in Hi-Fi tuners and amplifiers, helps you cash in—fast!

No big inventories—no involved installation problems—no costly service headaches! Yet, this Hallicrafters *Virtuoso* has all the features that have made Hi-Fi big business, gives the response normally possible only from custom installations. All housed in a single sleek cabinet—plays all three speeds—has dual speaker system—variable reluctance magnetic pick-up, sapphire needles 1 and 3 mils. Controls include bass and treble boost—5 position recording studio compensator, usually found only on costly installations—loudness control in place of ordinary volume control. Outside pilot light. Cover locks in any position.

Hi-Fi by Hallicrafters
The "VIRTUOSO"



\$199.95 in mahogany with wrought iron legs. Blond finish slightly higher. Modera mobile Hallicrafters *Musicart* shown in sketch available at low cost.

hallicrafters
THE NAME IS FAMOUS
radio • television • high fidelity

4401 West Fifth Avenue, Chicago 24, Illinois
Hallicrafters Ltd., 51 Camden St., Toronto

NEW POSITIONS

Westinghouse Electric Corp.



LOUIS I. FALZER, JR.

Louis I. Falzer, Jr., has been appointed general sales manager. He has been with Monitor since 1944, first as secretary then as assistant sales manager.

Norge Division
Borg Warner Corp.



JOHN D. SCHUMAN

John D. Schuman has been named as advertising manager of the division according to a recent announcement.

General Electric Co.



PAUL H. LESLIE

In preparation for distribution of color television receivers, the company has announced a division of responsibility for television sales. Paul H. Leslie has been appointed sales manager, monochrome television receivers, while Joseph E. Effinger is named as sales manager for color television receivers. In the major appliance division, Carl L. Bixby has been named as sales manager for automatic clothes dryers.

Westinghouse Electric Corp.



S. J. STEPHENSON



J. R. CLEMENS

S. J. Stephenson has been named manager of household refrigeration for the electric appliance division. Other recent appointees include J. R. Clemens as major appliance advertising manager for the electric appliance division, and Joe Chapman Lane, Jr. as manager of advertising and sales promotion for the electronic tube division. John A. Gilbreath, former assistant vice president of Servel, Inc., has been named division manager of the corporation's new air conditioning division.

Nesco, Inc.



ROBERT DUSEK

Robert Dusek has been named as a vice president of the company. Dusek will also continue in his position as a vice president of Dulane, Inc.

V-M Corporation

Merle Cain has been named by the corporation as distributor sales manager. Cain most recently had served with Hallicrafter-Chicago as assistant TV sales manager.

NOW! Big news from Norelco

RETAILERS! JOBBERS!

Win exciting and valuable prizes
in the big

\$20,000.00
Norelco
Slogan Contest

First Prize!
\$4000 Jaguar
XK-120!

Second Prize!
European Tour
for Two

Third Prize
\$500!

YOURS FOR JUST 10 WORDS
(OR LESS!)

and 10 Additional Prizes
in Each of 17 Sales Areas

HERE'S ALL YOU DO!

Anyone who sells Norelco Shavers can enter! Retail sales people may submit one entry for every 6 Norelco Shavers they sell! Wholesale sales people submit one entry for each 48 shavers they sell! Remember—the more entries you submit the better your chance to win!

EASY! EXTRA PRIZES!

Extra prizes for winning entries received by April 1st. Extra prizes for sales managers or supervisors, too. Sell Norelco! Qualify quickly! Win big prizes. Get all the facts.

See your distributor! He's got entry blanks, rules, easy directions, ideas to help you!

North American Philips Co.,
Inc., 100 East 42nd Street, New
York 17, New York





HEAVY AD CAMPAIGN to draw prospects into Miller's Furniture was planned by department manager James Mitchell (left), B. J. Ruberry, district manager of Landers, Frary & Clark, and ad manager Carl W. Patton (right).



PROSPECTS attracted by ads were taken to demonstration center where they were shown the \$99.95 model and given a sales talk. If they balked the salesman stepped down to the \$75 model and, if necessary, to the \$60 cleaner.

SELL-DOWN

Moves 425 Cleaners in Six Months

Miller's Furniture of Harrisburg, Pa., advertised \$59.95 cleaners once a week for six months, ended up by selling 240 at \$99.95, 200 at \$74.95—and only 12 at \$59.95—all by "selling customers down"

YOU often hear stories about the difficulty of selling vacuum cleaners in volume without an outside sales organization, and at the list price. But Miller's Furniture Store, in Pennsylvania's capitol, Harrisburg, not only sells in volume off the floor and at list, but does it by selling down instead of up. As James Mitchell, buyer and department manager for the company says, "It's a hell of a lot easier to step a person down than to step him up and for my money this new sales technique accounts for our success in selling vacuum cleaners."

From January 1 to June 15 of 1953 Miller's Furniture rang up \$39,697.40 in sales of 452 cleaners without an outside sales organization. Moreover, 240 of these sales were \$99.95 Jet 99

cleaners; 200 were deluxe tank models retailing at \$74.95 and 12 were special, low-priced tank models.

To do it Mitchell first purchased a stock of brand name, low priced tank type cleaners and advertised them consistently once a week in three local newspapers over a five month period at the price of \$59.95.

Start at the Top

Then, when a customer answering the ad came into the store, one of Miller's three salesmen, or one saleswoman led her to the basement where a permanent display of vacuum cleaners was set up for demonstration. She was escorted, not to the \$59.95 cleaner she had come in to inquire about, but to the new \$99.95 Jet cleaner. Here

she was given a one minute prepared pitch. The salesman quickly, but expertly pointed out to his prospects the air displacement of 500,000 cubic inches of air per minute, showed how the cleaner could be emptied in two seconds, how it carried like a portable radio, gave a brief description of the powerful motor and stressed the fact that the cleaner maker was Landers, Frary & Clark, a company which had been in business for more than a century. He pointed out that if she bought the right cleaner she wouldn't have to buy one again for 15 years.

"You're going to buy it on time anyway," so went the gist of his talk, "so isn't it better to buy the best, one that won't have to be replaced quickly, even though it may be a few pennies more per month?" Most customers agreed and the result was that over half of the people who came in to buy a \$59.95 cleaner bought the model that cost nearly twice as much.

But what happened if the customer balked at the \$99.95 price? "We simply moved down to the \$74.95 model," Mitchell says. "Here, we tell the customer the advantages of owning that priced cleaner. Most of our customers were so relieved to get off the \$99 hook," he smiles, "they bought that model and didn't even

insist on seeing the one advertised.

"If the customer still insisted she wanted the \$59.95 model after hearing the two stories, then it was hers for that price. The total of 12 sales of this model against 240 of the higher priced and 200 of the medium priced cleaner proves that our sales technique was fool-proof."

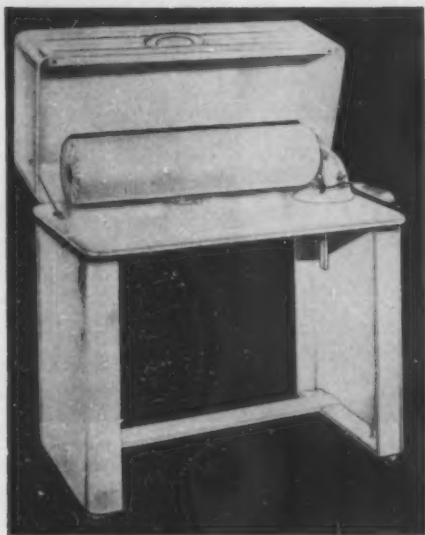
Incentive for Salesmen

What's the advantage for the salesman? What does he get out of this kind of selling? "On the \$59.95 deal he gets nothing," says Mitchell, "but for the other two models he receives not only the regular commission, but an extra bonus of \$2.00 per."

"One big reason for our excellent sales results is the fact that everything is always in readiness at the demonstration display," Mitchell points out. "All the tools such as soil, baking powder, etc., to show the powerful suction of the \$99.95 model are right at hand; all the cleaners are plugged in, with their hoses, wands, and tools in place, and that, combined with a well trained selling staff, immediately impresses the customer with the fact we're on the ball and know our business. When a customer knows the fellow who's waiting on her knows

(Continued on page 272)

ARMSTRONG



Order from your Jobber or write for Literature on full line of Ironers, Electric and Gas Heaters, etc.

Presents a New CABINET IRONER

A real beauty—finished in baked white enamel. Has many features of the larger fully automatics, including knee and elbow control, which make it one of the easiest ironers to operate. Can be moved and used anywhere. Occupies small space when closed.

Model G-21 is lightweight, yet ruggedly made. Thermostatic control gives exact heat desired. 21" roll covered with cotton "waffle" and felt. Mechanism safely enclosed in roll. Retailers for less than \$100.00.

ARMSTRONG offers the most complete line of popularly priced ironers on the market. Retail prices range from \$57.45 to \$99.95.

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products since 1899

Dept. EM, Huntington 12, W. Va.

WHEN
IT'S AN
ARMSTRONG
DEPEND ON IT!
IT'S THE BEST
OF ITS KIND



STOP Delivery Damages SPEED Deliveries

with **DREADNAUGHT PADDED COVERS**
for Appliances,
TV and Radio Sets



Easier handling . . . faster handling from truck to your customers' homes. Freedom from delivery damages. Protection for your customers' properties. You get these 3 big benefits when you use DREADNAUGHT padded covers for all your appliance deliveries. All NEW canvas, lined with soft moleskin. Chafe-proof on the finest wood and porcelain finishes, and water repellent, too!

Costs Less to Buy!
Costs Less to Use!

NEW HAVEN QUILT & PAD CO., INC. 72-96 Franklin St., New Haven 11, Conn.
Dep't 354E

Please send me your free catalog and price list.

NAME _____

ADDRESS _____

CITY _____ STATE _____

**SEND FOR
FREE
CATALOG
AND PRICES**

Sell-Down Moves Cleaners

CONTINUED ON PAGE 271

what he's doing, and can handle his product without fumbling with either the tools or his speech, then she is prepared to believe the sales story. This simple opening makes for customer confidence.

"Another reason for Miller's Furniture Store's successful selling in face of competition is due to the way it meets the cut-price selling of other dealers. The company never sells under the full list price, but sells service instead, and does not have a finance charge. We take very few cleaners in trade, as attested by the fact that only 20% of the 452 cleaner sales were made on a trade-in basis.

"There's no reason why any dealer can't sell cleaners with success," says Mitchell. "I believe we have proved that with powerful local advertising, a sell-down technique, reliable service, and salesmen who know their products, you can sell the prospect. End

Airtemp Milestone



CARL BUCHHOLZER, president, Airtemp Division, Chrysler Corp., poses beside 100,000th "packaged" air conditioner turned off the Airtemp factory assembly lines recently.

Testing TV



SINGLE-TUBE color TV camera to be made by General Electric is shown in test at Syracuse. G-E will build the camera under patent license agreement with CBS.



**Be Sure . . . Demand
UNILECTRIC Wiring Systems
in the products you sell**

For over 10 years UNILECTRIC has been "Wiring Headquarters" for the nation's electrical industry. Over 130 leading manufacturers of refrigeration and other electrical appliances protect their products with UNILECTRIC Wiring Systems. Be sure of dependable performance in the products you sell by demanding UNILECTRIC Wiring Systems.

**There is only ONE
Standard of Quality at
UNILECTRIC**

This intricate wiring harness for a jet auto pilot must meet the most rigid specifications. A pilot's life and perhaps a major battle depend on it.



The same workmanship . . . the same standards of quality protect your product wiring and your product's reputation for dependability.

Today millions of UNILECTRIC Wiring Systems protect the performance of over 190 brands of appliances.

**BE SURE
Make the
UNILECTRIC
Quality
Standard
YOUR Standard**





ON A TYPICAL CALL TO THIS LEHIGHTON, PA. STORE, GRAYBAR SALESMAN, JACK SHERWIN, HELPS SET UP AND LOCATE A NEW DISPLAY FOR THE OWNERS

YOU GET REAL BEHIND-THE-COUNTER SELLING HELP ...via GRAYBAR

say: MR. AND MRS. STANFORD KERN

OWNERS: Q. U. Leshner Appliance Store, Lehigh, Pa.



Naomi and Stanford Kern . . . this unique husband and wife team started off in 1947 as Graybar customers. With wide retail background, Mrs. Kern is a keen buyer and handles details of store operation. Mr. Kern, an Army veteran, manages all of the service and installation work. Their business is rated as one of the best retail outlets in the area.

"We operate just this one store. When we run into problems of store arrangement, or sales promotion, or counter display we don't have a dozen other stores to check for experience.

"That's when we particularly like to talk things over with a Graybar Salesman. He gets around. He knows the lines and items that are selling best in a dozen other towns. He'll take off his coat and give us a hand with anything we need. And from the time he sticks his head in that front door, there's only one thing he's interested in: how to help us step up our sales. We like doing business with Graybar because they're people we can talk things over with."



... he checks stocks and merchandising tie-ins with Mrs. Kern



... he delivers a service part urgently needed by Mr. Kern

*Your Customers **WANT** the popular appliances...*

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

Graybar Building, 420 Lexington Ave., New York 17, N. Y.

326-63

recommended by
Graybar

IN OVER 100
PRINCIPAL CITIES

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SEARCHLIGHT SECTION

SELLING
EMPLOYMENT

(Classified Advertising)
"OPPORTUNITIES"

MERCHANDISE
BUSINESS

WANTED

NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market. Basis outright sale or royalty.

BO-1859 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITIES OFFERED

REPRESENTATIVE WANTED: Calling electrical, houseware, jewelry, premium jobbers for manufacturer of electrical appliance. Outstanding opportunity with big commission for promotional minded man. Territories open: New York, 2-Pennsylvania, So. Jersey, Maryland, District of Columbia, 3-Western Pennsylvania, 4-Southeast United States, 5-New England, 6-Rocky Mountain States. Box RW-1647, Electrical Merchandising.

REPRESENTATIVES WANTED by manufacturer of electric cords sets. To cover electrical jobbers and retailers. Several territories open. RW-1700, Electrical Merchandising.

SELLING OPPORTUNITY WANTED

MANUFACTURERS REPRESENTATIVE calling our electrical distributors in Eastern Pa., So. N. J., Maryland, Delaware, Washington, D. C., seeks additional line. Has only one line at present. Write to RA-1710, Electrical Merchandising.

VACUUM CLEANER MOTORS REPAIRED

PROMPT DELIVERY • GUARANTEED WORK • LOWEST PRICES
Send your motor to us, parcel post
EDER VACUUM CLEANER CO.
17109 Greeley St. Detroit 3, Mich.

2 TELEPHONES \$25.75

Inter-communication handsets, two wire system. Included Two 3 volt batteries, 50 ft. of wire and simple wiring instructions. Additional wire 1 cent per ft. or \$25.00 per mile. Complete list of telephone parts, handsets, magnets—common battery — and dial telephones, switchboards, etc. Write:
Telephone Engineering Co., Dept. 3P, Simpson, Pa.

FOR SALE USED REFRIGERATORS

Electric or gas ranges, truck or trailer loads.
Get on our mailing list.
NEW OR USED CLOSOUTS WANTED
AJAX FURNITURE OUTLET, Inc.
1000 Rockaway Ave. Brooklyn 12, N. Y.

APPLIANCE SALES POSITION!

Home Freezer Manufacturer
Expanding Sales Organization

Offers excellent opportunity in responsible sales positions in North Carolina, Virginia and New York territories. Salary incentive and profit sharing plan. Please write giving full particulars. Sales manager will interview early in week of March 1st.

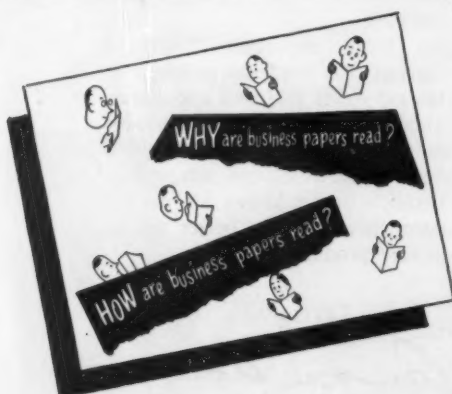
BEN-HUR MFG. CO.

Milwaukee, Wisconsin

WHOLESALE DISTRIBUTORS WANTED! NEW IMPORTED SPACE-SAVER SMALL REFRIGERATORS!

Silent, motorless, absorption basis. Operates AC-DC any voltage 24-240. Modern compact design. Beautifully finished porcelain exterior. Streamlined chrome trim, handles, hinges. Built like a big refrigerator. Attractive offer for qualified franchise distributors. Exclusive territory being allotted now. Write

MONDIAL COMMERCIAL CORP.
425 West 42nd St., New York 36, N. Y.



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710,
330 West 42nd St., New York 36, N. Y.

MERCHANDISING

SUPPLEMENT

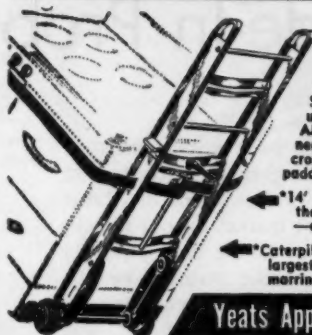
Products, Services — For More Sales, For More Profits

UNDISPLAYED RATE:

\$3.25 per line per insertion. Minimum 3 lines. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:

\$21.50 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1/8" on one column. There are 4 columns—48 inches to a page.)



CUT delivery time; SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14" Web strap fastens appliances tight with the patented (30 second action) trap ratchet — 4 Yeats exclusive.

*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end.

Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA



MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Splices appliance cord, auto and truck ignition wire and all similar types. Made in 5 sizes.

Time-Tested—Successful—Economical
Write for Catalog.
MEND-IT SLEEVE MFG. CO.
Insert broken ends into sleeve. Crimp tight with pliers. 136 Bonita Av., Piedmont 11, Calif.



CLOTHES STICK

Sample \$1.00

12 @ \$8.50 Post Paid

Write for quantity prices.

LINN SALES CO.

P. O. Box 1413B, Cedar Rapids, Iowa

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

KASSON Roto-Sho
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!

Carries up to 200 lbs. Lights turn with table. We also produce a midget fractional H.P. electric motors, electric motors and Christmas Tree turners. 24 hour delivery from stock.

KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
Dept. 65, 287 Mott St., New York 12, N. Y.

Integrity Since 1919

HAND TRUCKS



For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units.

SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of appliances, radios, televisions and in other merchandising opportunities.

Electrical Merchandising

The Trade-In Problem

A GOOD part of this issue is devoted to a problem of increasing importance to the appliance, radio-TV industry—the inevitable growth of the replacement market for our merchandise and the necessity of taking used products in trade. While most of the material in this Special Report to the Trade is directed toward the dealer's problem, we might point out that it is a problem which concerns the whole industry. In the automotive industry, it has long been recognized that new cars could not be sold unless there was some orderly procedure of disposing of used cars. A similar approach must be found for used merchandise in the appliance industry. With two or three notable exceptions, manufacturers and distributors have concerned themselves little with trade-ins and have continued to regard it as one of the dealer's problems.

From the dealer's standpoint, there should be a new realization that a definite market for used, reconditioned appliances exists and that, properly organized, trade-in business can contribute substantially to the dealer's profit picture. Wherever a trade-in is involved, dealers should realize that in effect they are buying used merchandise as well as selling new products. The dealer buying a traded-in appliance is investing in inventory an amount often as high as the full gross profit on the new product he has sold. For instance, if a dealer allows \$100 on an old refrigerator toward a \$400 sale, that is 25 percent, or close to his full gross on the new product. Even if he gives a minimum allowance, Blue Book or junk value, he has more than his net profit tied up in the used appliance. And if the dealer allows a maximum trade, his own accounting should charge off such "over-trades" to sales expense, inventorying the used appliance at its real value rather than the inflated amount he allowed on the used appliance.

ONE of the interesting methods for evaluating trade-ins described in this issue is known as the $\frac{1}{3}-\frac{1}{3}-\frac{1}{3}$ formula. Reduced to its essentials, this formula simply means that every

reconditioned appliance has a local market price and every dealer is supposed to know his local market. The dealer cannot realistically allow more than one third his local market price for a used appliance (what the used appliance will sell for) because it will cost one third that market price to recondition the appliance, pay salesman's commissions, and contribute to his over-head. The final third should be figured as his profit on the transaction. He must remember, too, that some trade-ins will invariably be junked (although some may yield spare parts), some will be sold "as is", but the one third markup must cover these contingencies. This $\frac{1}{3}-\frac{1}{3}-\frac{1}{3}$ formula may not be the most accurate way of approaching the trade-in problem, but it has the merit of providing the dealer or his salesman with a useful rule of thumb method of evaluating appliances taken in trade. As is often the case, the customer is liable to have an inflated idea of the value of his old appliance. The blue book approach is useful in deflating the customer's opinion of the value of the old appliance and the application of the formula will provide the dealer with a realistic figure to begin the bargaining process. If the dealer knows in his own mind that the used appliance will bring no more than \$75 when reconditioned and resold, he should not permit himself to allow more than \$25 for the trade-in unless he is deliberately giving away part of his margin. And if he does "over-trade" deliberately, he should at least be careful not to carry the inflated allowance on his books if he wants to be realistic about his inventory position and his final net profit position.

PERHAPS the most important thing to remember about the trade-in problem is that a definite market exists for used appliances, and the dealer should stop thinking of trade-ins as a necessary evil but as merchandise in which he has an investment and which can return him a profit. The better a dealer knows his market for used appliances, therefore, the better selling job he can do on new products.

Laurence Wray

EDITOR

1. LOW COST!

Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

2. FAST!

No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

3. DOES HEAVY LIFTING!

Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about washday backaches.

4. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

5. SAFE!

Lovell Instinctive wringers give AUTOMATIC SAFETY! A gentle pull on clothes or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77"

6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

7. BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" DESIGN gives added protection. POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure. HARDWOOD BEARINGS never need oiling, won't stain wash. SINGLE LEAF SPRING gives balanced pressure. ALL-STEEL H-TYPE FRAME prevents twisting or breaking.



Here's your bread and butter, sir!

... as much as you want.

Last year alone, over 1,500,000 women bought wringer washers. That's about half of all washers sold by you and other dealers. Yes sir, wringer washers are your bread and butter.

Keep the bread and butter coming your way. Display and demonstrate wringer washers with the Lovell name. Women know it stands for the best. To help sell them on the spot, follow up with these seven persuasive Lovell sales points.

Lovell Mfg. Company, Erie, Pa.

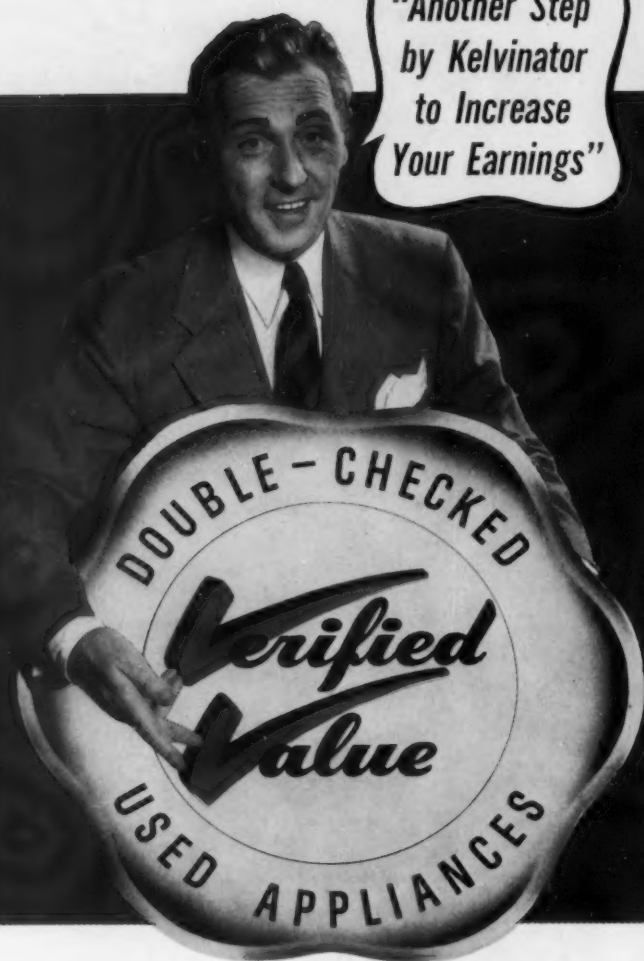
Also makers of the Lovell gas and electric Drying Systems.

Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!

Here's How

"Another Step
by Kelvinator
to Increase
Your Earnings"

KELVINATOR'S "VERIFIED VALUE" PROGRAM



- ① ***Protects You Against Trade-In Losses***
- ② ***Moves Your Used Appliance Inventory***

**It Can Mean the Difference Between Red and Black
In Your Appliance Business!**

WITH replacements now representing 75-85% of refrigerator and washer retail sales and an increasingly high ratio of freezer and range sales, dollar-minded dealers are looking for the way to handle this used appliance business—*profitably*.

Kelvinator supplies a tried and proved answer in the "Verified Value" Program—by every measure the most complete and reliable plan today for conducting trade-in business. "Verified Value" covers *everything*—from appraising, bookkeeping, reconditioning, reselling—to the planning, equipping and operating of a low-cost reconditioning shop.

Does it work? Some of the nation's largest and most successful retailers

have been using it for months past with not just break-even results but in many cases a *profit* above trade-in allowances! Furthermore, a survey of all "Verified Value" dealers revealed that their "used" inventory averages only one-third that of other dealers!

This completely proved, profitable program is just one more instance of Kelvinator's retail-minded grasp of the dealer's problems . . . with *proved* ideas for converting them into opportunities. It is further evidence of the kind of support dealers can expect from Kelvinator . . . and another reason why the Kelvinator franchise holds high asset value for the progressive appliance retailer.

Kelvinator

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

**THE MOST VALUABLE FRANCHISE
IN THE APPLIANCE INDUSTRY**

ELECTRIC REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • WASHERS AND DRYERS • IRONERS • KITCHEN CABINETS AND SINKS
ROOM AIR CONDITIONERS • WATER HEATERS • GARBAGE DISPOSERS • WATER COOLERS • DEHUMIDIFIERS • COMMERCIAL REFRIGERATION